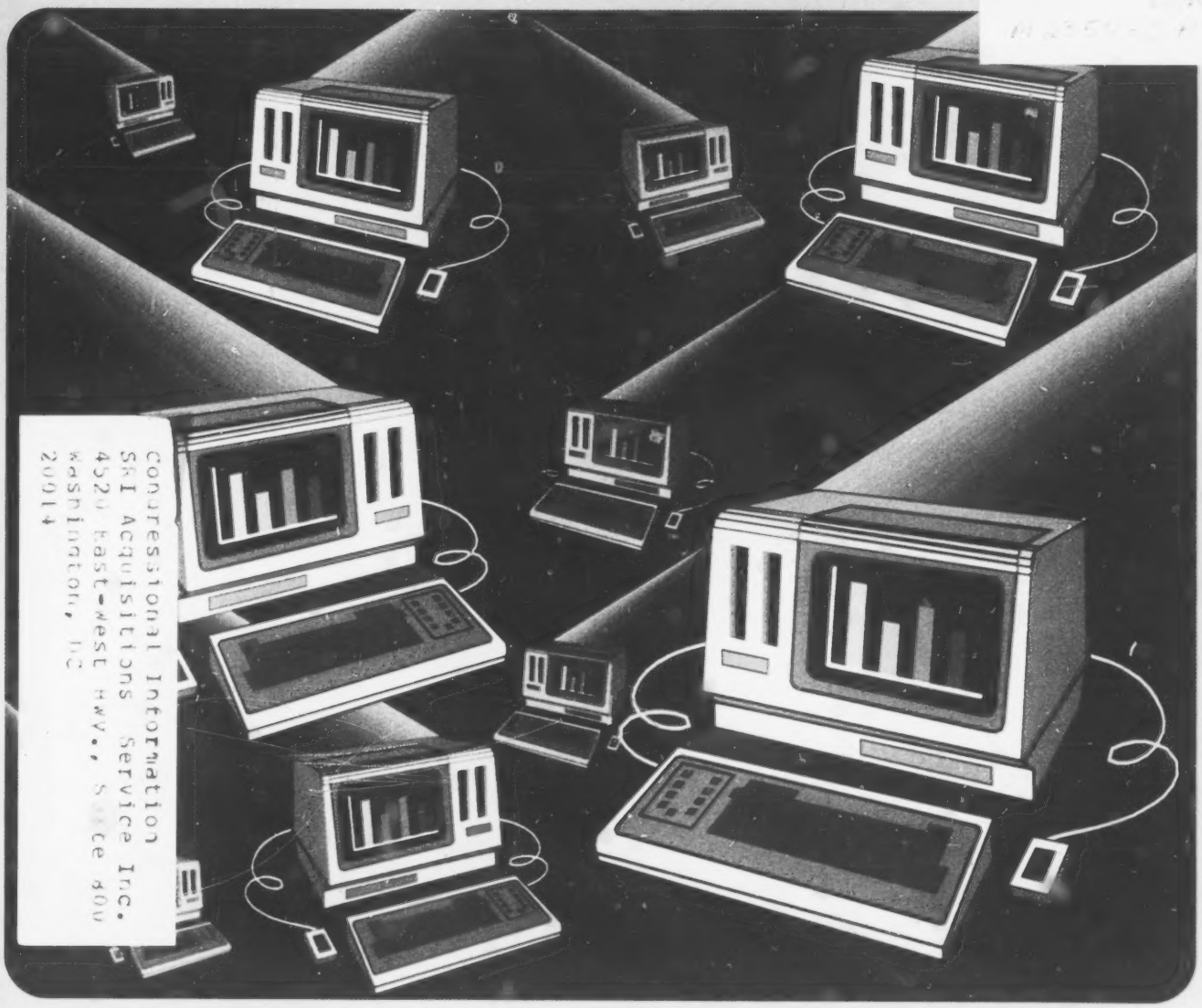
June 1984

presstime

The Journal of the American Newspaper Publishers Association



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SPECIAL REPORT

Personal Computers Exploding Onto Newspaper Scene

How Papers Cope With Onslaught of Drug Abuse

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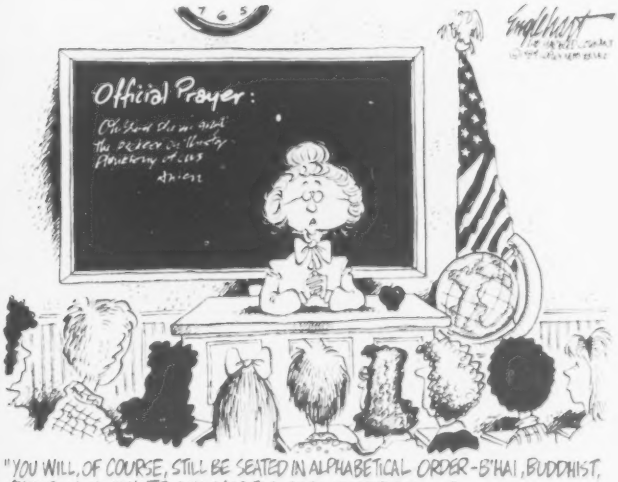

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INDEX VOLUME 6, NUMBER 6 JUNE 1984

Special Report *Personal computers have invaded newspapers. They are everywhere, doing just about everything, from serving as front-end systems to controlling inventory in the back shop. One newspaper uses a PC to receive obituary information, another to keep track of election returns. Even carriers use them to keep their accounts straight. There is concern that the computer craze could result in computer chaos, because of the number of different kinds of computers being used. For some newspapers, adapting personal computers to specific newspaper applications has resulted in a related business—developing and marketing software.* 12

TV listings *Once a simple task, providing a guide to TV viewing is a complex undertaking for newspapers in markets served by cable TV systems.* 6

Drug abuse *Abuse of drugs and alcohol is a problem at newspapers, as it is at many businesses. Dealing with it means knowing how to spot, and help, employees with problems.* 8

On-line opportunity *The proliferation of personal computers means a potential new opportunity for newspapers as information providers.* 20

Covering computers *As personal computer use grows, newspapers are moving to satisfy PC owners' needs to know about their marvelous micros.* 22

Pullet surprise! *Canadian agricultural researchers have developed a way to turn de-inked newspapers into chicken feed.* 24

Dizzying diversity *From trucking firms to theme parks, the list of the "other" things owned by newspaper companies includes some offbeat ventures.* 26

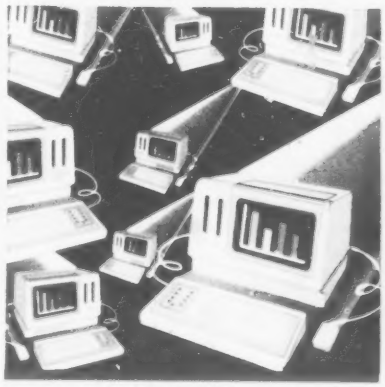
Profile: Howard L. Hay *The Chicago Tribune's hard-charging circulation director once viewed newspapers as a "no future" business.* 29

Essay: Fighting for fair postal rates *Otto A. Silha, chairman of the ANPA/NAB/NNA Joint Postal Task Force, explains the third-class rate issue.* 30

SAU™ countdown *Last-minute preparations are under way for implementation of the expanded Standard Advertising Unit system July 1.* 46

Another youth carrier killed *The murder of a 13-year-old carrier in Tempe, Ariz., brings to four the number of youth carriers slain in a little more than a year.* 64

Papers are protest targets *The Chicago Sun-Times and New York Daily News are hit with boycotts and pickets by minority groups charging them with discrimination.* 68



Personal Computers, p. 12
(Cover design by Shirley Schainblatt; art by Creative Technologies Inc.)

Drug Abuse, p. 8

Diversification, p. 26

Advertising	46	Legislation	36	Regulations	37
ANPA calendar	72	News-editorial	44	Speeches	66
Chairman's corner	4	News research	38	Technology	52
Circulation	64	Newspaper business	68	Telecommunications	40
Courts	34	Newsprint	50	Transportation	50
Employee relations	61	Postal affairs	35	World press	42

CHAIRMAN'S CORNER

Newspapers' ability to respond to many different challenges has kept our business healthy

Properly so, the 98th Annual ANPA Convention in Montreal provided a forum for people within and outside the newspaper business to enumerate and analyze our frailties and our problems.

It is doubtful that any other estate of the American democracy devotes as much of its energies and time to critical self-examination as does ours. We are truly our harshest critics. But we should be careful, lest we let the negative cause us to lose sight of our strengths and the unique role we fill in the family of media and in our society.

Richard J. V. Johnson

One of the newspaper's greatest, unwavering strengths, which we rarely recognize, is the element of friendship, the intimate one-on-one relationship that exists between the newspaper and the reader. It is a relationship that simply does not exist between any other mass medium and its audience.

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The conference serves as a reminder of what we have done and focuses on what we must continue to do to improve quality, efficiency and productivity.

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We have many strengths; but so long as newspapers retain those qualities that make us the friendly, one-on-one medium that causes people to say, "*my* paper," we will not only survive, we will grow.

Richard J. V. Johnson
Chairman and President

ANPA

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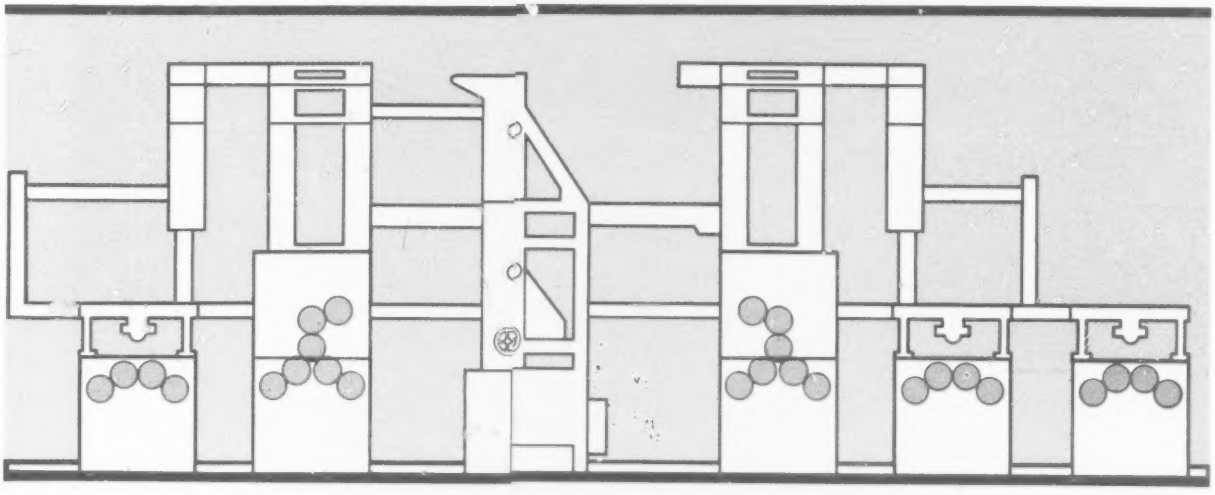

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TV LISTINGS

Proliferation of cable channel offerings means newspapers must be innovative in displaying program schedules, which are better read than comics

BY MARCIA RUTH
presstime staff writer

Television may be newspapers' biggest competitor for the advertising dollar, but in a kind of ironic truce with TV, daily newspapers are competing vigorously with national and local guides to keep viewers plugged into what's on the tube.

Ninety-eight percent of U.S. households have television sets, with 40 percent of them wired for cable. And about two-thirds of U.S. newspaper readers say they "usually read" the TV program listings in their daily paper, according to the Newspaper Advertising Bureau. That makes TV schedules one of the best-read items—ahead of such features as sports, comics, editorials, and business and financial news.

While it used to be a simple matter for newspapers to publish the schedules for ABC, CBS, NBC and PBS, the expanding array of cable channels has forced newspapers to develop more efficient ways of displaying their TV listings. And instead of a single competitor for listings—the weekly TV Guide magazine—newspapers are now running up against a proliferation of monthly program guides issued by cable companies.

Hesitant at first, U.S. dailies in 1983 stepped firmly into the role of presenting comprehensive cable listings, spurred by the demise of Time Inc.'s TV-Cable Week magazine and by the prominent display given cable schedules in the new national daily, USA Today.

"The cable picture has been changing so rapidly it's kind of mind-boggling, but newspapers as a whole are truly going all out for cable," says Abbott Tessman, "newspaper ambassador" for National TV Log, which places ads on newspapers' television pages and in their TV books.

If there is a common thread in newspapers' commitment to include cable, it is change. Weekend TV supplements and daily listings appear to be under almost constant review as papers struggle with two major problems: which of the multitude of cable channels to present, and how to present them so readers will not become confused by the growing number of choices.

"Readers want larger type, full-size grids, postage-stamp-size books and no page turning," remarks one harried researcher at a major metropolitan daily that is contemplating yet another revision of its format for TV listings. "I don't think there is a way to wind up with a compromise that will alienate as few readers as possible."

Cities with no cable hookups may be ringed by suburbs served by a multiplicity of cable systems—and the metro paper must serve both constituencies. Readers with cable want even more extensive listings; readers without cable resent picking through columns of cable-only program notes to find the broadcast networks' offerings.

Moreover, some selective viewers only want to read highlights on particular programming, while others, who are going to watch several hours of TV no matter what is on, want the running log listings.

As a baseline, most dailies now provide listings for pay-cable "super channels" like Home Box Office, Cable News Network, and Entertainment and Sports Programming Network. Some papers select only the cable programming common to most of the different systems in their circulation area.

In a newspaper market served by several local cable companies, another approach is to publish zoned TV magazines

for the Sunday edition while running a uniform listing during the week. The Charlotte (N.C.) Observer, for example, distributes six zoned TV books on Sunday.

The Dallas Morning News selects some cable listings on the basis of reader interest and also makes a special effort to include channels "with constantly changing programming that require a daily listing," says Lindsay W. Heimsen, editor of the Sunday TV magazine.

In fact, the newspaper's frequency of publication is one of its great assets in informing the public about what's going to be on TV on a given day, both cable and broadcast. If the White House announces on Monday that there will be a televised presidential press conference on Tuesday, the Tuesday paper can reflect that change in network scheduling. "The daily newspaper is the last bastion of accurate television listings," says Theodore P. Zoli, chief operating officer of Torrington/Tribune Data, one of three major firms supplying TV listings to newspapers and other publications.

The vast majority of newspapers obtain the listings, both broadcast and cable, from one of three companies: Torrington/Tribune Data, a Glens Falls, N.Y.-based joint venture of Torrington Industries Inc. and Tribune Media Services Inc.; and two firms which are part of the E.W. Scripps Co. subsidiary United Media Enterprises—Tele-Log of Atlanta and TV Data of Glens Falls.

Torrington specializes in major metropolitan areas, where 36 newspaper clients list an average of 25 channels daily and 56 in Sunday guides. The exclusively electronic delivery of the listing data costs from $150 to $1,000 a week, depending on the complexity of the listings.

TV Data sends listings to about 1,600 clients, including daily and weekly newspapers, shoppers and cable magazines. About 70 percent of the listings are delivered as camera-ready copy, but transmission by a telephone modem or by national wire services is growing in popularity.

Tele-Log caters to smaller publications without the equipment needed for electronic delivery. It sends camera-ready listings to 427 dailies, 687 weeklies, 358 TV booklets and 102 shoppers.

Format Changes. As for presentation, many papers have followed the pattern of a recent revamping of TV listings in The Miami Herald. Augmenting the traditional "rolling log," which lists programs consecutively by time period, the Herald now prints a combination of prominently displayed "grids," so readers can locate

Selective viewers want only the highlights, while others want detailed, running-log television listings.

shows quickly, and "breakouts" of programming highlights or special offerings [presstime, Nov. 1981, p. 51].

The Herald's newly designed Sunday television magazine also tackles another problem brought by cable—program repetition, particularly of movies. Up front, the magazine carries descriptive paragraphs about the week's 300 or so cable movies, listed alphabetically by title; in the back, the daily running log lists only the title.

The Washington Times, which is in the process of revising its TV listings, sets movies and news apart by color coding—red and blue tints, respectively.

Even more of a logistical nightmare than movies is the challenge of listing locally generated cable programs. Conceding that for most newspapers this is a "lost cause," Paul D'Ari, director of information services for the National Federation of Local Cable Programmers, says members of that organization rely more on cable systems' monthly guides than on newspapers' listings.

Along with the problems of channel selection is channel identification. In areas served by multiple cable systems, the same broadcast station can be given a different channel number by each cable system picking up its signal.

This leads to publication of conversion tables showing readers how channels are numbered. With space considerations, however, some papers zone them by regions or run the tables only on weekends.

The latter approach is currently under review at the York (Pa.) Daily Record. As things now stand, with conversions only in the weekend book, "people using the daily listings are kind of stuck," says Gloria Jean Fogel, who arranges TV listings for the newspaper.

When newspapers do provide conversion charts, they don't always enlighten. After a review of cable listings for Gannett Co. Inc. newspapers, Executive Vice President and Chief News Executive John C. Quinn commented that "many [of the conversion tables] were so confusing the reader should have been provided with another guide explaining the guide."

Research limited. Although most papers are continuing to expand coverage of what's on television, shifting from one form of presentation to another in an effort to keep abreast of the latest in programming and graphics, there is little research to guide their efforts.

"There just isn't a lot of information on this. A lot of people are flying by the seat of their pants," says Guido H. Stempel III, professor of journalism at Ohio University at Athens and editor of Journalism Quarterly magazine.

Some smaller papers, confronted with the large amount of space needed for comprehensive coverage have simply retrenched to partial listings, leaving the field to larger dailies.

One paper that abandoned a short-lived attempt at comprehensive cable coverage is The Alexandria (Va.) Gazette. Scotts Publisher and Editor-in-Chief George Mair: "My prediction is the major home television activity that will be commonplace will be changing channels. People will be sitting there with their remote switches. If it takes 30 seconds to switch, by the time they get through 120 channels, the hour will be over."

Other papers, like The Peru (Ind.) Daily Tribune, are encouraged by their efforts to provide ample TV information. In a recent survey, the Tribune found that 71 percent of its readers report using it for TV listings, while 20 percent consulted TV Guide and 9 percent relied on another newspaper.

Some observers suggest that the move toward comprehensive program listings will not provide the ultimate answer. "One guide is probably never going to do it. What we're seeing is the emergence of different sources," says Vernone Sparkes, professor of journalism at the S.I. Newhouse School of Public Communication at Syracuse University.

"Where we are going to see the greatest growth," Sparkes says, is in special promotional materials distributed by the cable systems themselves, particularly through the mail.

On-screen promotion of specific programs is also on the rise. And just coming into view is interactive technology allowing viewers to call up programming information for a select time period.

However, publishers may be reassured by the prediction of Dennis C. Campo, national marketing director of TV Watch Inc., a United Media service that transmits a three-hour "window" with TV listings for about two million cable subscribers. He says the day when TV can replace the newspaper as the provider of complete listings is "years away."

Drug Abuse

Newspapers find they have a problem much like most other businesses

BY CLARK NEWSOM
presstime staff writer

Drug use is becoming more prevalent in the newspaper business, just as it is in most other industries. That's the grim assessment from people like Dr. Wayne O. Buck, medical director of the Los Angeles Times, and Thomas J. Hudson, manager of the employee assistance program at the Philadelphia Inquirer and Daily News.

Buck warns, "The problem is rampant across the country."

Hudson says, "It's epidemic. We're not getting too many alcoholics any more, but we're picking up all kinds of drug problems. It's especially prevalent in the 35-and-under age group. People are doing combinations of drugs—we call them 'chemical gourmets.'"

At another metro daily, only recently did management grasp the severity of the drug problem among workers, according to one executive, who requested anonymity. Now steps are being taken to address the problem, he added.

That has been the pattern at other papers, too: a slow realization of a drug problem among employees, followed by an attempt to detect people involved, followed by efforts to help them through an employee assistance program (presstime, Sept. 1980, p. 40).

For newspapers as well as all other industries, the stakes involved in dealing with the drug problem are tremendous.

Drug use is costing the United States more than $100 billion a year in lost production, on-the-job accidents and increased insurance premiums, experts say. In the national work force, 10 percent are believed to be either alcohol or drug abusers.

Ian Rook, nurse/loss prevention coordinator at the Chicago Tribune, says that "any mood-altering drug affects job performance."

Even marijuana, probably the most common non-alcoholic drug used in American society, "affects perception," notes Hudson. "It can be very dangerous for those working around machinery."

Hudson also points out that where there are drug addicts, "there is more stealing going on."

Buck of Los Angeles puts it this way: "The chemical abuser will, at some point, have to deal drugs, steal or sell sexual favors to maintain a drug habit." He adds that marijuana and drug paraphernalia have been found at the Times, and that "if it's happening here, it must be happening at other newspapers."

In presstime interviews with executives at 19 newspaper companies, no department was singled out as having the greatest drug-abuse problem. "It has nothing to do with the work the department performs," says Buck. "The concentration is more related to leadership and supervision. It occurs where you have immature supervision . . . where the leadership—foreman or supervisor—can't deal with hard problems."

But the problem is by no means limited to rank-and-file employees. Buck noted in a column published earlier this year in the Times' internal newsletter, Among Ourselves, that management employees at the newspaper also have been found to be drug users, and that one of every three cocaine users in America has a management job.

"Drug use is increasing because the supply has increased," notes Buck, who also serves as medical director for the Times' parent company, Times Mirror. "Another reason is that dealers are more sophisticated."

The Times has more than 8,000 full- and part-time employees, not including delivery agents and carriers. Because "we employ from the society around us, we have the problems of society," Buck says.

A societal problem. That theme is echoed by many others in the newspaper business: that a newspaper is a microcosm of the world around it.

"Anything that goes on in the city goes on in the company," notes Hudson of the Philadelphia dailies. "We're a chemically oriented society."

"Our employees mirror society as a whole," says Lawrence A. Wallace, vice president of industrial relations for The Washington Post.

"The problem is out there, and the newspaper business is no different than any other," comments Cynthia Dunbar, manager of the Post's health center.

"Drug usage in the newspaper industry is no different than any other industry—it's common in society," says Elmer C. May, employee relations manager of The Houston Post. "We're no worse off than people who work in other manufacturing plants."

While alcohol abuse is still cited as newspapers' "number one" chemical-dependency problem, alcohol and drugs are intertwined. "Drug abusers use alcohol," notes Buck.

Similarly, at The Seattle Times, where "up until three or four years ago it was purely an alcohol problem, now people are going in for both," according to Personnel Manager Thomas C. Bryan.

The Houston Post's May says a combination of marijuana and beer-drinking on lunch breaks is the most common substance-abuse problem at his paper. He says he gets suspicious whenever he sees groups of people clustered together, smoking.

As for alcohol, he says, "We do have a greater problem with drinking—mostly with night-side production workers—than other industries. The volume of beer cans we pick up around our plant shows it. But lately it has slowed down. We no longer have the sports reporter with a bottle in his desk drawer like we did in the early '60s."

At the Providence Journal and Bulletin,

Senior Vice President/Personnel Charles N. Mock reports that drug abuse there "is a problem but not as bad as the alcohol-abuse problem. We've had excellent results with our employee assistance program" for problem-plagued workers.

Types of drugs. Newspapers contacted by presstime reported—not surprisingly, because of what's happening in society generally—the increase in cocaine use among newspaper employees is particularly troublesome.

"We're seeing more cocaine users now than we ever saw," reports Glenn Horstman, chemical dependency coordinator at the Minneapolis Star and Tribune.

In 1983, an estimated 60 metric tons of illegal cocaine came into the United States, according to David Hoover, a spokesman for the U.S. Drug Enforcement Administration. That was 10 million tons more than the year before.

"Cocaine is the drug of choice right now," says Hoover. "Where it used to be confined to the big cities, it is now readily available in all markets, including rural areas."

According to a 1982 national survey by the Rockville, Md.-based National Institute on Drug Abuse, there were 4.2 million regular or "current" users—people who had used cocaine in the past month—and 12 million users, that is, those who had used the drug in the past year.

Jeffrey F. Shore, operating supervisor of an organization called 800-COCAINE, says that since that toll-free, 24-hours-a-day hotline was hooked up a year ago to help people with drug problems, more than 350,000 calls from all over the country have been received. "Cocaine is gaining in use. We're seeing an epidemic," comments Shore, whose project is affiliated with Fair Oaks Hospital in Summit, N.J.

Shore says that most callers are seeking information rather than a source of treatment. "People don't know they can die from using cocaine."

Next most frequent are calls from people asking how to ascertain whether they are addicted to the drug. "The signs are nosebleeds from snorting, missing work and spending much too much money," Shore says. "The typical addict is about 30 years old and making a salary of between $25,000 and $50,000. The number of women using cocaine is increasing. Now it's close to 50-50."

Shore reports that the average cocaine user spends between $450 and $500 a week on the drug, "more if they're free-basing"—a process by which the drug is made into a paste and heated in a glass bowl so that the vapors can be inhaled.

Of the growing number of calls to hotlines like 800-COCAINE, Dr. Ronald D. Wynne, director of the Washington (D.C.) Cocaine Program, says it means one of two things: "Either more people are using cocaine or people are getting more willing to seek help."

Wynne, coauthor of the book *Cocaine: Mystique or Reality*, says the cost "depends on what part of the country you're in and the social group you're in. It could cost $1,200 to $1,500 a week in Los Angeles."

In that city, Buck says he recently counseled an employee who owed $20,000 to his cocaine supplier. Another Times employee engaged in prostitution to pay for her habit. "Cocaine is the Cadillac of drugs, most commonly snorted and used by the well-to-do," he says.

"Marijuana use is the most common because it's cheapest and can be grown locally," Buck adds. "It's the largest cash crop in California."

C. David Rambo

Alcohol and drugs are often intertwined.

"We know we have people on drugs," says Dr. Harold L. Method, medical director of the Chicago Tribune. "They come in for other reasons . . . their behavior is abnormal."

But other types of drugs are also in evidence among newspaper workers, executives say—codeine, barbiturates, Quaaludes, amphetamines, PCP and even heroin.

Earlier this year, Buck notes, a Times employee under the influence of PCP entered a restricted area at the newspaper and had to be subdued by a team of 14 security and police officers.

Detection, treatment. Drug abuse presents a special challenge because "it is relatively easy to take drugs into the workplace compared with alcohol," observes Dr. J. Michael Walsh, chief of the behavioral pharmacology branch of the National Institute on Drug Abuse.

Buck says, "We don't always recognize drug abusers. Alcohol can be detected by smell, the way a person walks. The signs of drug use show up in advanced cases."

For example, he says he recently saw an employee suffering from nosebleeds because cocaine had eaten away his nasal membranes.

"We know we have people on drugs," says Dr. Harold L. Method, medical director of the Chicago Tribune. "They come in for other reasons . . . their behavior is abnormal."

The only way to catch drug use early, experts say, is by analyzing urine samples. The New York Times began such testing in 1972 as part of physical examinations for new employees. "We do not have a (drug) problem here now," says Dr. Howard R. Brown, medical director. "Before we did screening, we had a lot of young people using drugs." He notes that older workers, "45 or more," are not experienced with drugs.

However, few other papers have such screening programs for newly hired workers. And none of those contacted for this story do routine testing of established employees, because of the lack of laboratory facilities, the cost of outside analysis, and—perhaps most important—the inconvenience, disruption and resentment company-wide testing would involve.

One approach that is gaining momentum is to educate managers to the telltale signs of a drug situation.

Last March, the Chicago Tribune began a program of four-hour seminars for managers and supervisors to help them in detection. "They are advised not to diagnose but to look at job performance," says nurse Rook. "If job performance is falling off, they can suggest that (suspect workers) see me. The manager's job is to manage, not to turn into a counselor of any type."

The Washington Post's Dunbar says, "The key is to have the supervisors tuned in and aware of what's going on with their employees."

However, Robert A. Kahlor, president of Milwaukee Newspapers Inc., cautions that the front-line supervisor who detects a drug problem should not attempt to solve it. Rather, the matter should be referred to the personnel/human resources staff, he says.

In that way, the afflicted employee can be referred to the in-house assistance program or to an outside treatment facility. Normally, such treatment is covered by a company's group insurance plan.

Not universal. Despite the increase in drug use in society, some papers have been fortunate enough so far to have escaped most of the ravages of this contemporary plague.

Roger C. Schoemaker, vice president of Booth Newspapers Inc., reports only two known drug-abuse incidents at the group's eight dailies in Michigan. They involved both blue-collar and white-collar employees and occurred within the last year.

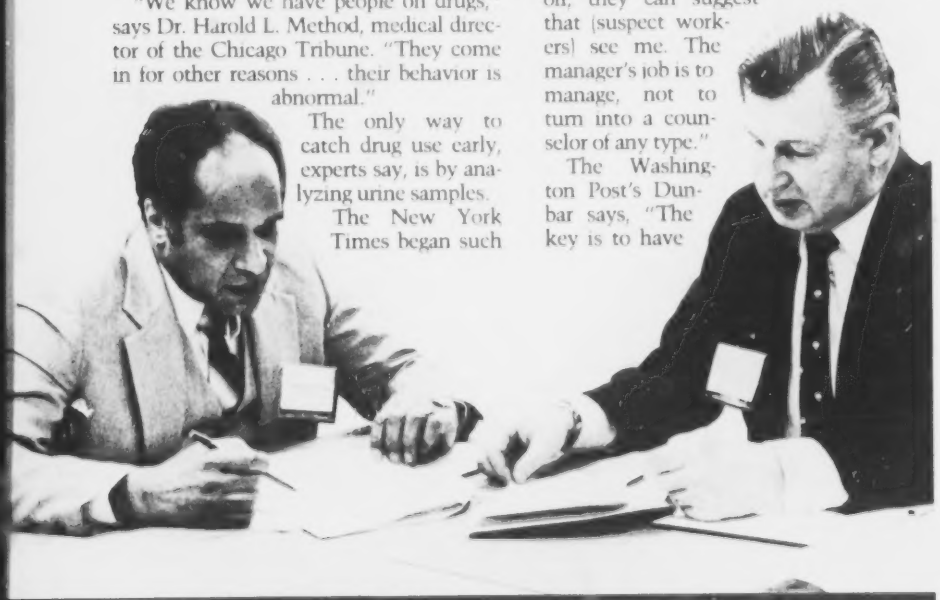
"One went through a voluntary rehabilitation program covered by our group insurance plan and is back on the job," he says. "The second is now undergoing rehabilitation."

At The Miami Herald, President and General Manager Beverly C. Carter says, "It (drugs) is not as serious a problem here as it has been at some newspapers, but we do have some of it. Our security force cracked down on it. People were passing joints around in the parking lot. We fired one guy who was supplying marijuana. . . .

"One of the things we have going for us here is a stable work force," Carter says. In addition, "We've tried to keep our supervisors informed about what to look for. We're in better shape now than five years ago. It's been a combination of our internal security group and our employee assistance program. We have a very tough policy in terms of anyone using drugs at work. It's a combination of being tough and offering assistance to people."

And one medium-size paper, the Wichita (Kan.) Eagle-Beacon, has seen no indication at all of a drug problem among its employees.

James P. Spangler, director of employee relations, says, "While we know that illegal drug usage exists in the Wichita area, to date it has not been a problem among our employees. Probably illegal drug usage is somewhat less in this part of the country than in the more metropolitan areas. We try to be alert to the possibility of it becoming a problem, and if it does, we'll take appropriate steps to deal with it." □



Drs. Brown (left) and Buck compare data at meeting in Reston, Va.

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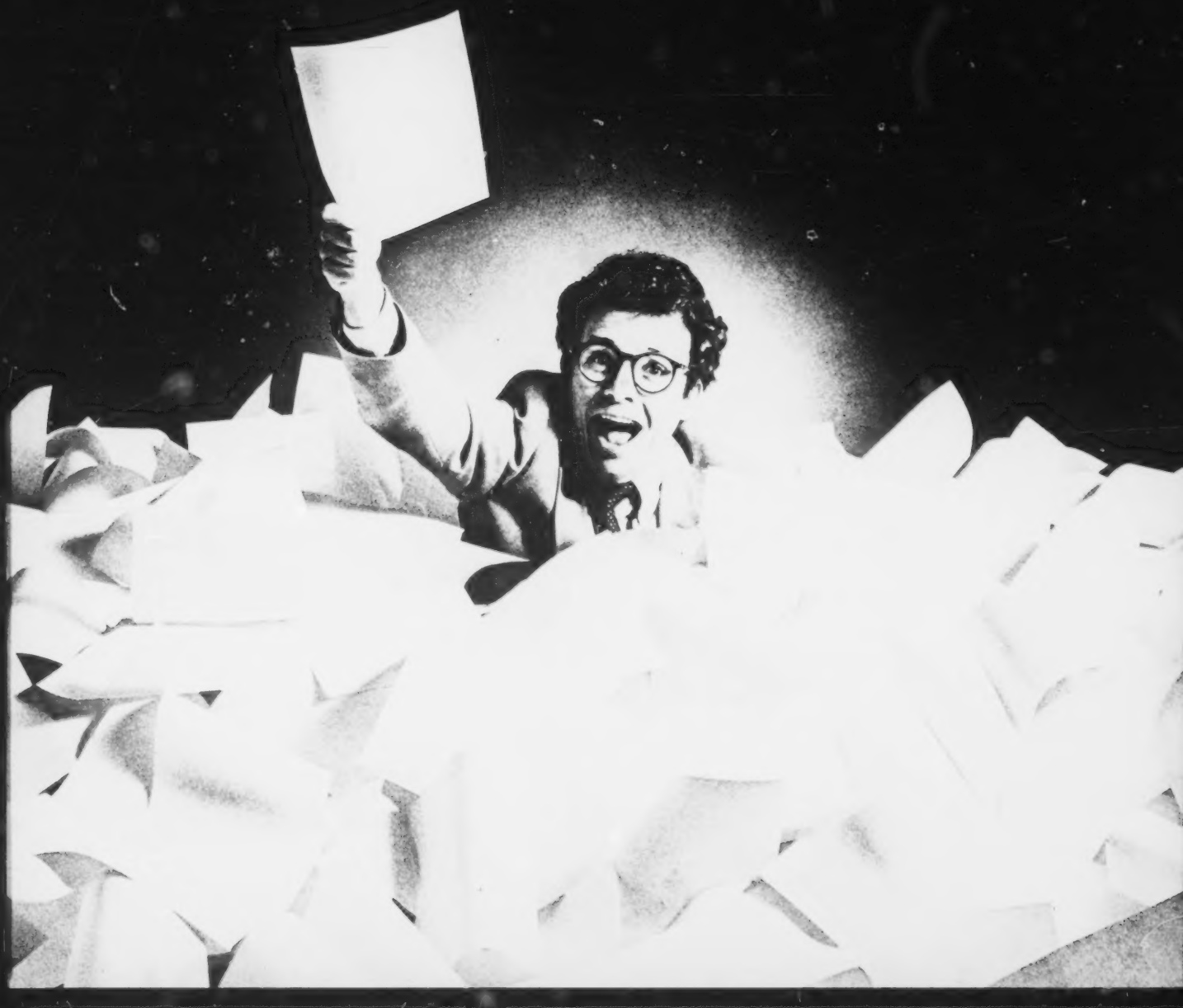
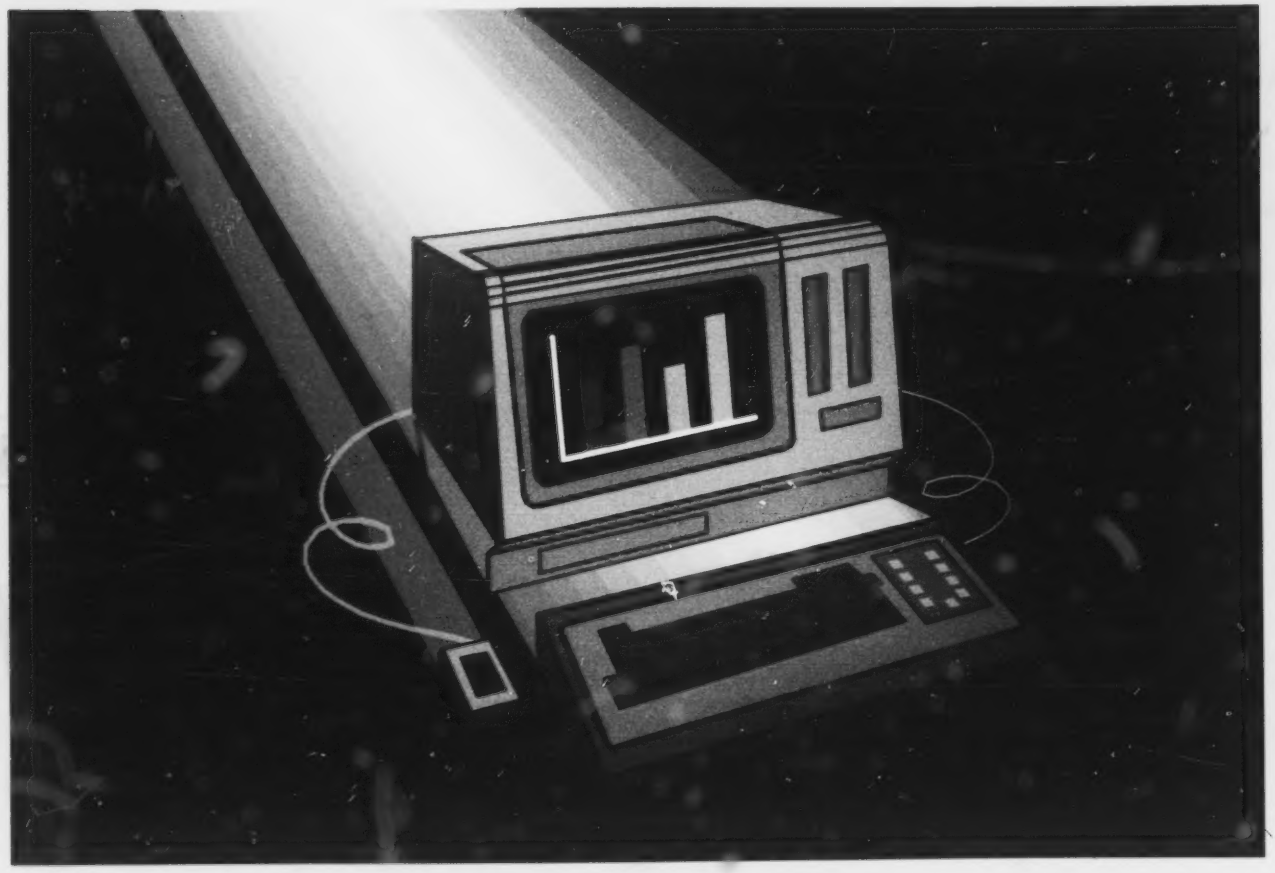




THE FUTURE IS NOW

PERSONAL COMPUTERS

How newspapers are using the versatile devices

BY PAUL KRUGLINSKI
presstime technical writer

James Nelson, a 15-year-old Lawrence (Mass.) Eagle-Tribune carrier, decided there was a better way to market himself to the customers on his paper route. Using his family's Digital Equipment Corp. personal computer for about half an hour, he wrote a software program to maintain his files on some 40 subscribers. From that electronic list, he creates a personalized form letter that replaces the standard monthly bill.

His subscribers have taken to the new approach, the enterprising carrier reports. "A nice little letter explaining (the subscriber's) bill is better than a plain piece of paper," he notes. Without the computer, it would take several hours to write similar personalized letters.

Young Nelson's use of a personal computer is but one example of how the devices called "PCs" are finding their way into and changing the nature of the newspaper business.

Many newspapers are using off-the-shelf personal computers for traditional, text-entry functions in remote locations. Others have discovered more innovative uses, ranging from storing a food editor's recipes to receiving obituaries directly from a PC-equipped funeral home.

Moreover, a survey conducted last fall by the Institute of Newspaper Controllers and Finance Officers found that newspapers were using PCs for a variety of non-newsroom functions—such as monitoring finances, analyzing circulation, keeping subscriber/non-subscriber lists, checking productivity, and controlling inventory and production.

As they find just how practical PCs are to everyday operations, newspapers are discovering imaginative ways of using software (programs) and changing hardware (the computers themselves) that the original designers never dreamed of.

In fact, personal computers are so popular with newspaper executives that negative comments about the adaptable devices are rarely heard. However, there is growing concern that the popularity of the PCs itself is becoming a problem. With many different people in a newspaper using devices made by many different firms and relying on many different kinds of software for operation, the results could be chaotic. One systems editor believes the proliferation of PCs already is "running amok." The challenge is to coordinate the introduction and use of the machines and to make them compatible with one another.

In addition to the compatibility problem, front-end-systems vendors, who are beginning to recognize the challenge from the PCs, note other shortcomings. Their dedicated front-end terminals, at least for the moment, hold an advantage over PCs, they maintain, because they are an integrated part of a system designed to do one thing very well—produce newspapers. On the other hand, the vendors realize that some newspapers are willing to forego some front-end terminals' bells and whistles to save money with PC terminals, which cost anywhere from $1,300 to $5,000, and to get the versatility of PCs used with off-the-shelf software.

Hence, at least two front-end vendors are considering developing their own personal computers or entering into original-equipment-manufacturer agreements with firms now marketing PCs.

The PC evolution in the newspaper business doesn't surprise many systems editors or data-processing managers because newspapers have always been technological innovators. As G. Michael Jones, director of information systems for Knight-Ridder Newspapers Inc., points out: "Newspapers are very avant-garde in the introduction of computers."

There are essentially three computer categories: The expensive mainframes consist of a central processing unit with huge memory-storage capacity and support large numbers of video display terminals; the minicomputers also are systems using a central processing unit with VDTs but are less expensive than mainframes and perform many of the same functions; and the microcomputers, the group to which PCs belong, are relatively inexpensive stand-alone computers containing their own small microprocessors and using their own software programs.

When PCs became popular, around 1980, the big-circulation newspapers had little need for them. Most of those metro papers had introduced advanced mainframe computers in the 1970s. They were already operating with high-priced front-end and business systems especially designed for newspapers. Another obstacle to PCs' introduction at metro papers, according to Jones and other newspaper executives, is that conservative, big-paper bureaucracies often inhibit experimentation with new technologies.

Without such bureaucratic shackles, smaller-circulation dailies and weeklies have been more innovative in early newspaper research into and application of PCs, particularly as writing and editing terminals. Metro dailies are only now catching up.

According to InfoCorp, a Cupertino, Calif.-based market research firm, 10.4 million personal computers were in use in the United States at the end of last year. Nearly 5.9 million were sold in 1983 alone.

For the first time this year, ANPA polled its membership on the use of PCs at newspapers. More than half of the approximately 600 respondents said they were using PCs, but the exact number in use in the industry is unknown.

As personal-computer manufacturers like Apple, IBM, Wang and Tandy became household words, a similar proliferation occurred in the number of developers of PC software—the programs and systems that make PCs do what mainframes and minicomputers had done previously.

There are more than 2,000 software packages that can run on the IBM personal computer alone, and some estimates put the total number of programs being mar-

Kenneth Bronson of Stauffer Communications puts Macintosh PC to work while Topeka Computer Patch store manager Scott Allen looks on.

Arne Glasbourg

United Press Canada reporter Warren Perley uses a Model 100 PC to cover ANPA Convention, as UPC reporter Bob McConachie watches.

keted for PCs at 40,000. More than 250 different companies manufacture personal computers.

And the machines themselves—the so-called hardware—are evolving. The microprocessors at the heart of PCs have been developing exponentially in power and speed. The 8-bit microprocessing chips used in the first PCs are increasingly being supplanted by the more advanced 16-bit and 32-bit chips. Silicon-chip manufacturers are giving the devices even greater versatility, and the drive toward the next super chip continues.

Each advance in silicon-chip technology allows PCs to better emulate functions previously done only on mainframes and minicomputers, which has some newspaper people questioning the need for the latter systems. One small-newspaper publisher who plans to install an editorial system using PCs, George W. Wilson of the Concord (N.H.) Monitor, states flatly: "Any small newspaper that buys a front-end system is crazy."

Changing news gathering. Personal computers first cracked the newspaper business a decade ago with the introduction of the portable terminal. The advent of Teleram Communication Corp.'s P-1800 portable terminal in 1974 gave newsroom personnel the ability to cover *and* file stories while physically removed from newsrooms and bureaus. Since then, Teleram and other firms have introduced cheaper, faster and more powerful machines.

Today, the low-priced portables such as Radio Shack TRS-80 Model 100, with its integrated word-processing software and telecommunications capabilities, has fed that freedom and is changing the way many news events are covered. More and more reporters—and editors—are finding that they no longer are glued to a desk, that portables are giving them freedom previously unknown.

Teleram's early portables, which weighed about 10 pounds, were reliable computers with small screens, conventional keyboards and acoustic modems, which are the devices that make possible the transmission of stories over telephone lines. A sports writer, for instance, found that he or she could write about a game while covering it, then send the article back to the newsroom during or immediately after the game.

Additionally, portables saved money because often papers found it no longer necessary to pay for mileage and for the reporter's wasted travel time back to the newsroom to write the story.

However, the machine's original $5,000 price tag had editors stretching their collars around budget time.

But as with most high-technology developments, innovation and time tended to bring down prices. Thus, the next stage in the liberation of the reporter began about three years ago when Tandy Corp. introduced the Model 100 portable computer. It weighs a mere four pounds, is small enough to fit into an attaché case, and packs word-processing software, a modem and an adequate liquid-crystal display for text. Although the devices have not sold particularly well to the general public, newspapers, in droves, are now purchasing scores of Model 100s—at one-tenth the price of the early Teleram portables.

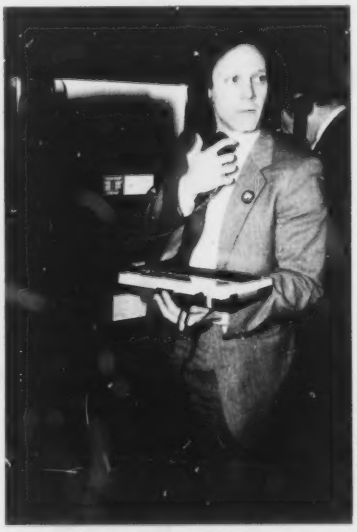
The Wall Street Journal purchased 275 Model 100s for its 400 reporters, even though the newspaper has yet to install a front-end system for its newsroom. "They've made reporters' lives a lot easier," says Executive Editor G. Frederick Taylor.

Most editors are high on portables and their application in the newsroom.

"I think portables will make a reporter more mobile and provide more time to complete better stories for readers," observes Leonard R. Brown, executive editor of the Beaver (Pa.) County Times.

Max Jennings, executive editor of the Mesa (Ariz.) Tribune, predicts that in the not-too-distant future every reporter will carry his or her own portable, which will be programmed to meet the specific needs of a particular beat.

But although there may be more reporters afield down the line, few editors see reporterless newsrooms in their crystal balls.



Arne Glasbourg

UPC's Perley phones in story.

"If you pull down the strength of your newsroom," says James K. Sunshine, systems/associate editor of the Providence Journal and Bulletin, "you won't have someone to cover the unexpected."

There are further technological advances being researched that stand to provide journalists with still greater flexibility and to liberate them further from newsrooms.

With the advent of cellular radiotelephones, executives at Associated

Press believe it is possible to combine the mobile telephone with the portable computer [presstime, May, 1984, p. 14]. The combination would allow reporters to transmit stories on events far from an available telephone hookup—from a plane crash scene in an open field, for instance.

Extended application of the portable is being tested in many ways. The Record of Hackensack, N.J., for example, has just installed a Model 100 in a local funeral home to determine the feasibility of having funeral directors file obituaries directly into the paper's Atex mainframe, and a similar arrangement is under consideration in Louisville.

"It will make the funeral homes more responsible for their copy, and they will be able to send in the obits at their convenience," says Paul Schulman, The Record's news systems manager. The practice will decrease the amount of routine copy and the number of telephone calls newsroom clerks will have to handle, he notes, adding: "If it works, we'll be doing it at a number of funeral homes" in Northeastern New Jersey.

The Record's use of a Model 100 at last winter's Olympic Games in Sarajevo, Yugoslavia, underscores the telecommunications capability of portables. The evening daily served as the central paper among several in pooled coverage of the Games. The Record's pool reporter sent stories from his portable via telephone directly from Yugoslavia to the Atex mainframe in Hackensack. Editors there used another Model 100 to pull up the story and send it along to other members of the pool.

As the exploitation of portables for newsroom applications continues, the competition is stiffening. Sharp Electronics Corp., Olivetti Inc., Hewlett-Packard Corp. and Nisson Electronics Corp., which have all introduced their own portables, are increasingly nipping at the heels of both Teleram and Tandy.

Given the availability of portables, their low cost and their productivity advantages, some people believe the portable will become as much a newspaper fixture as a growling editor. As Knight-Ridder's Jones points out: "Once a reporter's used a four-pound terminal, it's hard for him to go back to anything heavier."

Emulating front-end systems. Although portables paved the way for PCs in the newspaper business, much of the attention today is focused on the immobile, desk-top computers that are establishing themselves at some newspapers as viable alternatives to the mainframe system. These are the stand-alone PCs that are showing up in homes and businesses throughout the country.

They first appeared at newspapers in 1980 as text-entry and editing terminals [presstime, Sept. 1980, p. 35]. With some software and hardware alterations, systems editors and programmers have found they can make Tandy and Apple PCs perform many of the rudimentary text-entry functions more expensive front-end terminals were designed to do. The number of newspapers using them in this way continues to grow.

Moreover, the personal computer can be used interactively with different software, performing a variety of tasks many front-end terminals can't handle. The Los Angeles Times' use of a PC to process and file all the recipes its food editor receives is but one example.

As David H. Reiley, business manager for Somerset Newspapers Inc. of Somerset, Pa., observes: "It's up to one's imagination what one can do with a personal computer."

Some of the more imaginative, productive and cost-effective applications are occurring within the Atex Users Group, an association of newspapers that use front-end systems marketed by Atex Inc. Because a software package developed at the

Reporter Paul Smith of the Army Times News Service uses a PC installed at the Pentagon to write and file stories.

Providence dailies allows IBM PCs to have two-way interaction with the Atex mainframe computer, newspapers with Atex systems are able to purchase the less expensive PCs for replacement or expansion. The Providence papers recently purchased 50 IBM PCs for this purpose. Atex is expected to announce development of a software package that will make certain PCs automatically compatible with its system.

Additionally, two former Atex programmers wrote a word-processing software package, XyWrite II, which runs on IBM and IBM-compatible PCs and resembles the Atex software. As a result, about two dozen of the 120 Atex Users Group newspapers are using XyWrite II and the Providence-developed interactive software for editorial functions on their PCs.

The Times Journal Co., which publishes Army Times, Washington, D.C.-area suburban dailies and other publications, is showing how PCs can be exploited for their power and flexibility. Within the last year, the firm moved its newsroom from downtown Washington to Springfield, Va., which tacked on 12 miles of travel for reporters covering the federal government.

The company installed IBM PCs with dual-disk drives in the Periodical Gallery of the U.S. Capitol, in the Pentagon press room and in other locations. Although the locations don't have shingles hanging outside them, they are essentially remote bureaus, explains Bruce E. Covill, manager of newspaper systems.

On each PC, one of the disk drives is dedicated to holding the operating software while the other is used just for holding stories. Hence, Covill points out, the reporters can carry around the disk holding an incomplete story and finish it at another site equipped with a company PC.

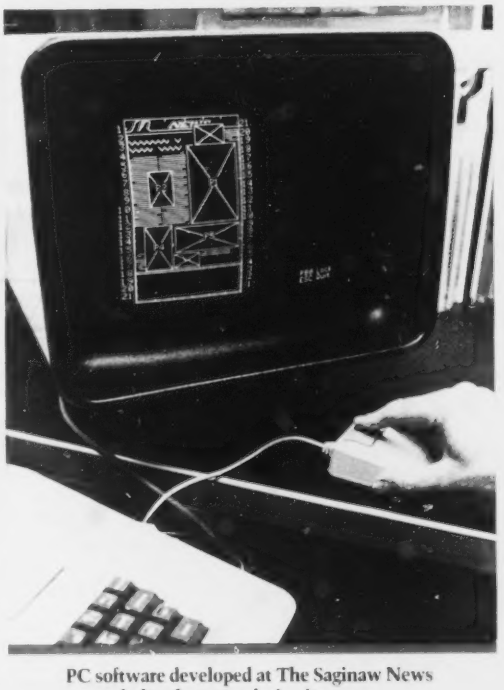
Covill's project with PCs has changed reporting life at the Capitol. Until Times Journal sought permission to put a PC in the Periodical Gallery, Capitol Hill policy had banned their use by reporters. Under an agreement reached with officials of the Periodical Gallery, Times Journal was authorized to install a PC; any reporter could use it, but Covill's staff had priority. The IBM PC proved so popular among reporters that the gallery itself installed two more of them, and Covill reports that all three are being used continually to file stories.

The proliferation of PCs also allows reporters and editors with

compatible machines literally to take their stories home either on a floppy disk or by using modems to gain access to the mainframe computer at the newspaper. Furthermore, such PCs with modems have resulted in the creation of "cottage" journalism, where critics, columnists and stringers no longer have to physically report to newsrooms.

A good example is at the Providence newspapers where 10 reporters sometimes use their own home PCs to file stories. Also, the papers have issued PCs to some editors for their use at home during non-work hours or during recuperation from illness, according to Systems/Associate Editor Sunshine.

In addition to their flexibility and productivity, PCs used as remote terminals result in net savings to the newspaper because they are $1,000 to $2,000 less than remote terminals manufactured by front-end vendors. If a newspaper were to purchase even less expensive, IBM-compatible Eagle PCs, as The Bradenton (Fla.) Herald did, it could realize an additional savings of $600 per unit, excluding any other discounting.



PC software developed at The Saginaw News helps the paper design its pages.

"PCs are an excellent tool for doing lengthy magazine-type articles," Times Journal's Covill says. "They are an extremely cost-effective machine for text input."

"We were able to afford to buy more terminals," Providence's Sunshine says, because of the cost savings, and thus improved the "machine-to-reporter" ratio to nearly one to one.

Another advantage of PCs is that because they are "intelligent," that is, contain their own operating software, they are more reliable compared with the "dumb" terminals. If the main computer system fails, reporters can still enter and edit text on their personal computers. Also, PCs' stand-alone ability allows them to be used for editorial analysis without tying up the mainframe's power.

In addition to reliability, PCs can boast of flexibility—much of which is due to the cornucopia of off-the-shelf application software available. In many cases, it is merely a matter of inserting software diskettes or storing packages on hard disks to allow an editor at his PC to switch from text-editing to management-analysis.

At the Mesa Tribune, Jennings uses an electronic spreadsheet, which mimics traditional models used for forecasting financial performance, to help him formulate the budget for his department. The program is an aid in determining whether he can hire another writer for the sports section or send a reporter off to cover a political campaign. "It's been very effective in making those decisions," he says.

Moreover, Jennings points out, electronic spreadsheets, can be helpful when analyzing a local firm's 10K report, a political candidate's financial disclosure or a local government's budget.

The Tribune is also using PCs to create a data bank of contacts for reporters. Jennings believes the toughest job for the neophyte reporter is contacting the right person as an information source. If, for example, the reporter were doing a story about Spanish-speaking people who hang glide, he or she would search "Spanish" or "hang gliding" or both in the computer to find the person or people to contact.

The Beaver County Times has successfully used IBM PCs with electronic spreadsheets to cut costs and improve editorial productivity in covering local elections.

Before the PCs came on line, Executive Editor Brown had to use five or six accounting department employees and 12 reporters and editors to cover election-night results. Sometimes, depending on the magnitude of the election, he would have to hire additional part-time workers to staff the courthouse.

With two PCs, Brown was able to trim the staff to six for the April 10 Pennsylvania primary. "Instead of keeping track of the election results manually," Brown says, "we were able to input the figures directly into the personal computers and got the results in three minutes and 40 seconds. We no longer needed the assistance of the accounting staff, and it gave us about two more hours toward our deadline."

An added benefit was the ability to track the progress of the election itself. Before using the PCs, Brown could report only the final results of elections. Now, the newspaper tracks voting trends during the elections and reports on them the next day.

The Pottsville (Pa.) Republican, among other papers, is using PCs to compare voter registration with the election-day turnout.

Sports editors are discovering that off-the-shelf software allows them to keep comprehensive lists of statistics on teams and athletes more easily. And the data can be used interactively with graphics software to produce charts, graphs and lists.

Creating graphics. The expanding use of PCs to create graphics, many editors believe, will have an even more dramatic effect on newsroom operations than their use as text-entry terminals. While both AP and UPI are doing research and development aimed toward creating graphics on mainframes and minicomputers, the software and technology already exist to create graphics with PCs [presstime, Jan. 1984, p. 20].

"We try to create local graphics," says the Mesa Tribune's Jennings. "We run graphics every day, but it's a cumbersome process to create them." To solve the problem, Jennings is considering an experiment with either an Apple Macintosh or Lisa personal computer linked to the newspaper typesetters to create graphics.

The Pottsville Republican, according to Publisher Uzal H. Martz Jr., already is experimenting with a Lisa as a graphics-generating tool. But Martz would like to take the experiment a step further—using the Lisa as a central processor for the Macintosh each of his department heads would have.

Curt T. Leece, photographic editor of The Saginaw (Mich.) News, believes PC technology and software are advanced enough that editors can use PCs to make and store artwork (excluding photographs), thereby creating an electronic graphics library. "In a very short time, you're going to see digitized graphics stored on personal computers," he predicts.

Leece's involvement with graphics and PCs is by no means cursory: He wrote a software package for an Apple IIe that dummies pages. "It allows you to lay out pages electronically," he says. "You get a visual representation of a page that resembles a real page."

The program creates a facsimile of a page, with representations of headlines, captions, photographs and text. It calculates parameters, then draws a diagram of the page. Leece says the program runs rapidly and makes it easy for an editor to change the page's design.

The page can be kept in its electronic format or printed out on paper. Hence, the advertising department can dummy ads onto a page, then either send the file on to the editorial department or deliver a hard copy. "I wrote the program (initially) to assist me in doing graphics editing," Leece says. "It was done for aesthetic reasons."

As so often happens when someone writes software, the programmer finds that the original goal for the package has led to its use in other applications. Now, Leece is marketing the $300 package to journalism schools as a teaching aid. "The people who are really getting excited about the program are the people who are teaching newspaper layout," he says. "If you wanted to teach someone how to use a pagination system, you would use this program."

Taking care of business. Increasingly, personal computer application is spilling over from the editorial department into the business sectors. Some systems editors and data managers are applying newsroom innovations to such functions as classified advertising.

The Riverside (Calif.) Press-Enterprise is using its remote IBM PCs, XyWrite II software and modems, which were all initially used as editorial tools, to expand classified advertising capability. As text-entry terminals for ads, the PCs are used to communicate with the paper's mainframe. The ad is justified and sent back to the ad-taker in a remote location. The customer learns immediately what the ad will cost, and if a lesser charge is desired, he or she can edit the message accordingly.

On the financial side, newspapers are using retail hardware and software to improve productivity and to cut costs to a considerable degree, rather than eliminating personnel. More and more, PCs are nudging business systems as effective "number-crunching" tools.

At the last three INCFO conferences, sessions devoted to microcomputer application drew overflow crowds, according to Reiley of Somerset Newspapers. "The nice feature about the personal computer is you don't have to program the thing," he says. "Anything you can do with a pocket calculator, a pencil and a spreadsheet you can do with a personal computer."

There is no consensus among business and production managers as to which PC-program combination best fits the financial bill. Generally, the managers say, if the program gets the job done satisfactorily, it's the right package.

Newspapers are using Osbornes, Kaypros, Apples, Radio Shacks, Compaqs and IBMs among other personal computers. The business software being used include electronic spreadsheets such as VisiCalc, Lotus 1-2-3, MultiPlan and dBase II to keep tabs on the financial performance of newspapers.

Electronic spreadsheets are clearly the favored and most widely used business programs at newspapers. Probably their most important application is in financial forecasting, which the spreadsheet programs can do faster and more comprehensively than bulky paperwork.

Robert J. Kasabian, executive director of INCFO, points out that changing a budget manually means reworking pages of documentation—a tedious, time-consuming endeavor. "You change one percentage figure and the whole budget needs to be changed," he says.

But electronic spreadsheets give department heads the opportunity to revise budgets quickly and often. Managers can give more thought to financial planning because they are not fettered with manual bookkeeping.

For the manager toying with the idea of using microcomputers, Reiley recommends purchasing PCs for job-specific applications to avoid the "gee-whiz syndrome," where the machines are bought with no goal in mind. "Even if the computer becomes obsolete," he notes, "the job it does doesn't become obsolete."

Kasabian agrees: "My Kaypro II is a dinosaur. It doesn't have all the bells and whistles that newer PCs have, but it continues to do the job."

Electronic spreadsheets provide financial rewards beyond being able to turn out weekly, monthly and annual reports more quickly and comprehensively. For instance, some newspapers' personnel departments are using them to monitor vacation time, sick leave, payroll and health-care costs.

'Shoe' **By Jeff MacNelly**

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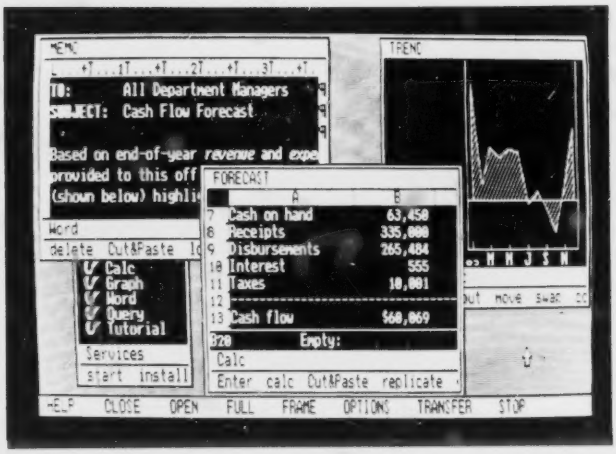


Window software holds great potential for newspaper applications.

PC software used in assembling lists is giving newspapers the ability to create data banks on bad creditors, carrier routes, subscribers and non-subscribers. PCs are able to help schedule work shifts and control inventories, such as newsprint, film and ink. And, increasingly, they are being used to monitor the runnability of newsprint.

"Personal computers have given us a lot better control of supplies," says Wesley Werner, systems supervisor for the Beaver County Times.

Somerset Newspapers uses its PCs to delineate figures on advertising, news content and circulation in its annual report to the U.S. Postal Service and to monitor the performance and productivity of its part-time inserters.

Advertising managers are finding PCs useful tools to generate graphs, charts and lists for advertising presentations.

"The versatility, price and ease of use make personal computers a tool that lets you work smarter," INCFO's Kasabian says, "not harder."

Looking at problems and promises. Some of the people within the newspaper business who have been watching the personal computer phenomenon have called it "an explosion."

A number of newspapers are actively encouraging their employees to purchase PCs by offering discounts on hardware or supplying software or both. The Minneapolis Star and Tribune, for instance, has a discount with a local computer store. If an employee purchases a PC, peripheral equipment or software through the newspaper, the paper passes along the 21-percent discount to the staffer. The newspaper can also purchase Model 100s for employees at 15 percent below list price and will upgrade a reporter's portable to 24,000-byte of memory storage at no cost.

Some dailies within the Atex Users Group provide the XyWrite word processing program to reporters who purchase IBM or IBM-compatible PCs.

Other newspapers, though, have found a need to monitor the proliferation of the devices, primarily because of the incompatibility problem among different PCs and with peripheral equipment.

"The proliferation of personal computers is out of control," says Covill of The Times Journal Co. "Right now it's running amok."

"PCs have cleared up a lot of backlog work," Knight-Ridder's Jones adds. "On the other hand, they've created a problem in managing and coordinating their use."

Knight-Ridder has approached the problem by limiting PCs that employees may requisition to Hewlett-Packards, IBMs, Model 100s, Apples and Lisas. The Los Angeles Times, in an effort to determine how PCs can best be used, has embarked on an 18-month study in 13 different areas of the newspaper organization. The results of that study will determine the paper's future PC purchase program. Other newspapers that have bought PCs have found it necessary to hold classes on the operation of the devices and their applications.

Still, PCs are certain to find many more applications in newspaper offices. "As newspapers become more electronic, personal computers become more useful," says Jim Bessen of Bestinfo Inc., a Philadelphia software company.

Front-end vendors such as Hastech Inc., Harris Corp., Atex and Systems Integrators Inc. are apparently recognizing that point. Almost without exception, the vendors acknowledge that there are few functions their own specialized terminals can do that PCs can't, and almost all are taking steps in one way or another to accommodate the off-the-shelf devices.

"I think the vendors are starting to see the handwriting on the wall," says Pottsville Publisher Martz. Indeed, Atex, SII, Hastech and Harris are developing applications programs and other software to allow PCs to interact with front-end systems.

Personal computers used with other developing technologies could make even greater inroads into newspapers.

One of those developing technologies is local area networks, which are communications circuits where computers, peripheral equipment and memory storage are linked and can interact with each other to tie together various functions such as editorial, advertising and business management. In local area networks, PCs could be used as integrated terminals within the computer system, particularly for large newspaper organizations.

George Alexander, associate editor at Seybold Publications Inc., believes PCs can work well within networks because their stand-alone nature will make them less taxing on the system and will provide redundancy in the event of another terminal's failure. Also, he says, they can be clustered with smaller memory storage units within a network. One of the projected advantages of such an internal network is the reduction of internal telephone and mail messages. The Los Angeles Times, for example, has determined that 60 percent of the mail circulating in its buildings is generated internally.

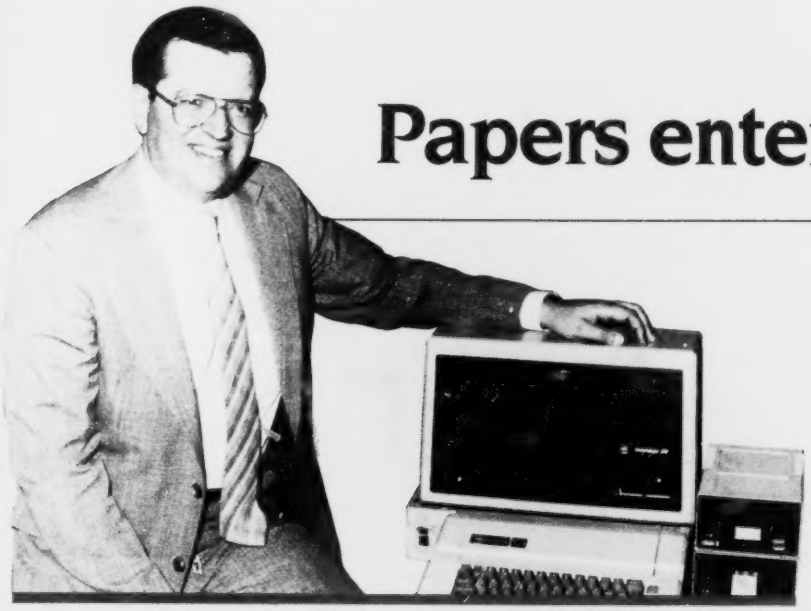
Another developing technology is "window" software, such as that currently being used on the Macintosh and Lisa PCs, that could allow reporters to do several tasks simultaneously. "Windowing," for instance, would make it possible to write two stories, call up a data bank and do calculations all at the same time. "The era of the dedicated (single-function) word processor is running out of steam," says Richard Cichelli, president of Software Consulting Services Inc. of Bethlehem, Pa.

No one as yet has been able to make PCs deliver newspapers, but the devices could further automate the business of newspaper carriers. Although future James Nelsons may still have to peddle and pitch to get newspapers like the Lawrence Eagle-Tribune on doorsteps, they could be doing personalized billing, handling their accounts payable and receivable, and getting paid without ever having to leave their PCs. □

Related stories

- **Newspapers supply databases for PC users, p. 20.**
- **Personal-computer columns are all the rage, p. 22.**

Papers enter PC field



Concept Publishing's Steven Samer shows Apple IIe PC that acts as editorial front-end system.

One of the offshoots of the personal computer boom is the evolution of publishing companies into developers and marketers of PC software.

At least four software vendors had their seminal operations at U.S. newspapers, and a fifth was the product of a British typographic firm. Four of the five began their spinoff projects by attempting to use PCs as text-entry terminals. Because of the inadequacy of off-the-shelf programs, they had in-house programmers develop applicable editing programs.

Concept Publishing Co. Inc., a subsidiary of Citizen Publishing Co. Inc. in Beaver Dam, Wis., is marketing an integrated editorial front-end system that runs on an Apple IIe PC.

Originally, Citizen Publishing developed the package to augment the aging Hendrix front-end system at its Daily Citizen in Beaver Dam. "It was becoming increasingly expensive to operate and maintain the Hendrix," says Steven Samer, formerly editor of the Daily Citizen and now general manager of Concept.

The firm chose to purchase PCs—in this case, the Apple IIe—because of their stand-alone capabilities, ease of service and availability of competitively priced parts, Samer says.

"We began experimenting with standard word-processing programs," he says. "But [they] were too slow" and functionally repetitive.

The package the firm ultimately developed, which is used to produce Citizen Publishing's daily, weeklies and shoppers, can drive Compugraphic typesetters and check spelling, compose display and classified advertising, and capture and edit wire-service copy.

"We wanted far more than a text-entry system," Samer says.

Larry Knupp, president of Genesys Systems Inc. of Ellinwood, Kan., and former publisher of the weekly Leader there, markets software that allows Radio Shack PCs to be used as text-entry and editing terminals and to drive Compugraphic typesetters. Like Samer, Knupp got his start as a software vendor while in the newspaper business.

"Basically, the whole thing came out of a need for bookkeeping," he says.

After writing bookkeeping and circulation software, Knupp began to experiment with the Leader's typesetters. That ultimately led to the development of the program he now markets.

For a while Knupp and his wife, Carol, tried unsuccessfully to run the newspaper and sell the program. Finally, because of conflicting business pressures, "we elected to sell the paper," he says.

The premium cost of pagination and display-advertising software has led other publishers to write PC programs for those functions.

Jim Bessen, president of Bestinfo Inc. in Philadelphia and a programmer/software consultant, started out trying to automate ad makeup at his Philadelphia weekly, Community Focus.

"We were just fooling around [trying] to improve our ad production," he says. "We tried to introduce a system that was easy to use."

The end result of Bessen's "fooling around" is a text-entry package with limited pagination and display-advertising makeup capabilities. The program Bestinfo is now marketing runs on IBM and IBM-compatible PCs and drives Compugraphic typesetters.

The Victoria (Texas) Advocate recently began marketing newspaper-business programs for IBM PCs. The programs include a circulation package that tracks carrier billing and distribution, prints mailing labels, and prepares postal and ABC reports; a classified program that can run 15 PCs in a network, do billing and drive a typesetter; a display-advertising program that tracks accounts receivable, does automatic customer billing and handles co-op advertising; and a total-market-coverage program that keeps subscriber and nonsubscriber lists.

"All we've done is taken the nice features we use on our IBM 34 System," says Controller Floyd E. Swoap, "written them in BASIC and are marketing them on PCs."

Currently, the newspaper, with its existing staff, is able to sell two to three systems per month. If demand increases, Swoap says, the paper may form a separate firm to market the programs.

"Based on what I've heard [from other newspapers]," Swoap says, "the interest is there and the market is expanding."

Westminster Software Inc. of Menlo Park, Calif., a subsidiary of a British-based typography firm, saw a market for relatively inexpensive electronic page makeup software for small- to medium-sized newspapers and in-house publishers. The program, which has limited pagination and ad-makeup capabilities, also runs on IBM and IBM-compatible PCs but drives Linotron 202 typesetters.

Like the other programs, Westminster's has telecommunications capabilities and a spelling checker. The package will paginate classified pages, the firm says, and research is being done bringing digitized graphics into the system.

The interest publishing firms have in marketing products for personal computer users also extends to selling PCs themselves. For instance, Stauffer Communications Inc. of Topeka, Kan., has opened three Apple computer stores within the past year. Vice President Kenneth C. Bronson says the stores' success has prompted a re-examination of the direction of Stauffer's PC marketing program. □

PCs no longer seen as a threat

BY MARGARET GENOVESE
presstime staff writer

What does the proliferation of personal computers mean for newspapers as information providers?

A couple of years ago, the stock answer was that computers—and the "electronic publishing" they make possible—presented newspapers with a potential threat as well as an opportunity.

Increasingly, the answer given today simply is that PCs offer an opportunity in the field of interactivity between computer user and computer database—generically referred to as videotex or database publishing.

Where's the threat?

"I think we've gotten over, as an industry, the notion that perhaps some of us had earlier on that this electronic nightmare was going to do terrible things to us," says Lawrence G. Blasko, director of information technology for the Associated Press.

A factor in dispelling that idea was the 1980-82 experiment in which 11 AP-member newspapers put information into the CompuServe electronic information service. That study concluded, among other things, that use of the CompuServe service did not affect traditional newspaper readership [presstime, Oct. 1982, p. 27].

But if there is an opportunity in the database field, only a few newspaper companies have seized it.

One reason may be numbers. In 1983, there were 10,429,800 personal computers in use in the United States, according to InfoCorp, a market research firm in Cupertino, Calif.—the heart of Silicon Valley.

The AP's Blasko estimates that if, after subtracting the PCs not equipped for data transmission and those that have been relegated to a closet, the remaining number was divided by the 1,300 AP-member newspapers, the result would be an average of only about 1,900 personal computers per newspaper market. "There are probably papers who have more newsstands than that," he says.

ANPA Director/Telecommunications Affairs Kathleen Criner also notes that the PC proliferation is still largely in the business world. "Unless they explore delivering specialized services, such as local business information, which I think should be explored," this limits opportunities for general-circulation newspapers, she says.

For Dow Jones & Co. Inc., publisher of The Wall Street Journal, whose traditional constituency is business, the leap into electronic publishing has been accomplished with nary a broken bone. More than 140,000 subscribers have paid $75 to join its News/Retrieval service, and it costs them $1.20 a minute in prime time and 20 cents a minute at other times to use it.

News/Retrieval, which recently broke into the black [presstime, March 1984, p. 35], also prompted a second PC-related business for Dow Jones: software publishing. It began with programs that computer owners could use to manipulate the data they obtained from News/Retrieval—to create charts demonstrating the comparative performance of stocks, for example. [See story, p. 19.]

Another of the few successful entrants in the database derby is The Journal of Commerce, a daily Knight-Ridder Newspapers Inc. publication that covers a number of businesses, including shipping. It offers access to two databases. One, called PIERS, contains information on cargoes being moved in and out of U.S. ports. The other, RATES, reports the rates charged to ship thousands of different commodities. Fees for using these databases start at $200 a month for RATES and $250 for PIERS.

Knight-Ridder also owns VU/TEXT Information Services Inc. VU/TEXT now has nearly 600 subscribers to its PC-accessible database that includes the full texts of eight newspapers. The largest number of subscribers are college libraries.

Tapping into databases is just one of many uses to which PCs may be put, of course. Richard J. Levine, editorial director of database publishing for Dow Jones, acknowledges the News/Retrieval service probably is not the primary reason most subscribers bought their computers.

Edward P. Dear, manager of trade information at The Journal of Commerce, says he has gotten phone calls from people who tell him, "We've just gotten a PC and we want to get something to use it for. What do you guys do?" Says Dear, "It's almost like the medium looking for the message."

This phenomenon, along with continued growth in the computer census, will provide the opportunity mass-market videotex entrepreneurs have been looking for, some believe.

"My vision is that by 1990, based on what our research indicates, between 30 and 50 percent of the homes will have personal computers and that the majority of those personal computers will have modems [equipment to enable them to send or receive data over the telephone]," says Lawrence R. Fuller, director of the Gannett New Media Task Force. "That represents to us an exciting new information opportunity."

According to Fuller, president and publisher of the Argus Leader in Sioux Falls, S.D., the task force is looking into a service that allows the information provided to be retrieved via personal computers, not special "dedicated" videotex terminals like the AT&T Sceptre terminals used for Knight-Ridder's Viewtron service in South Florida.

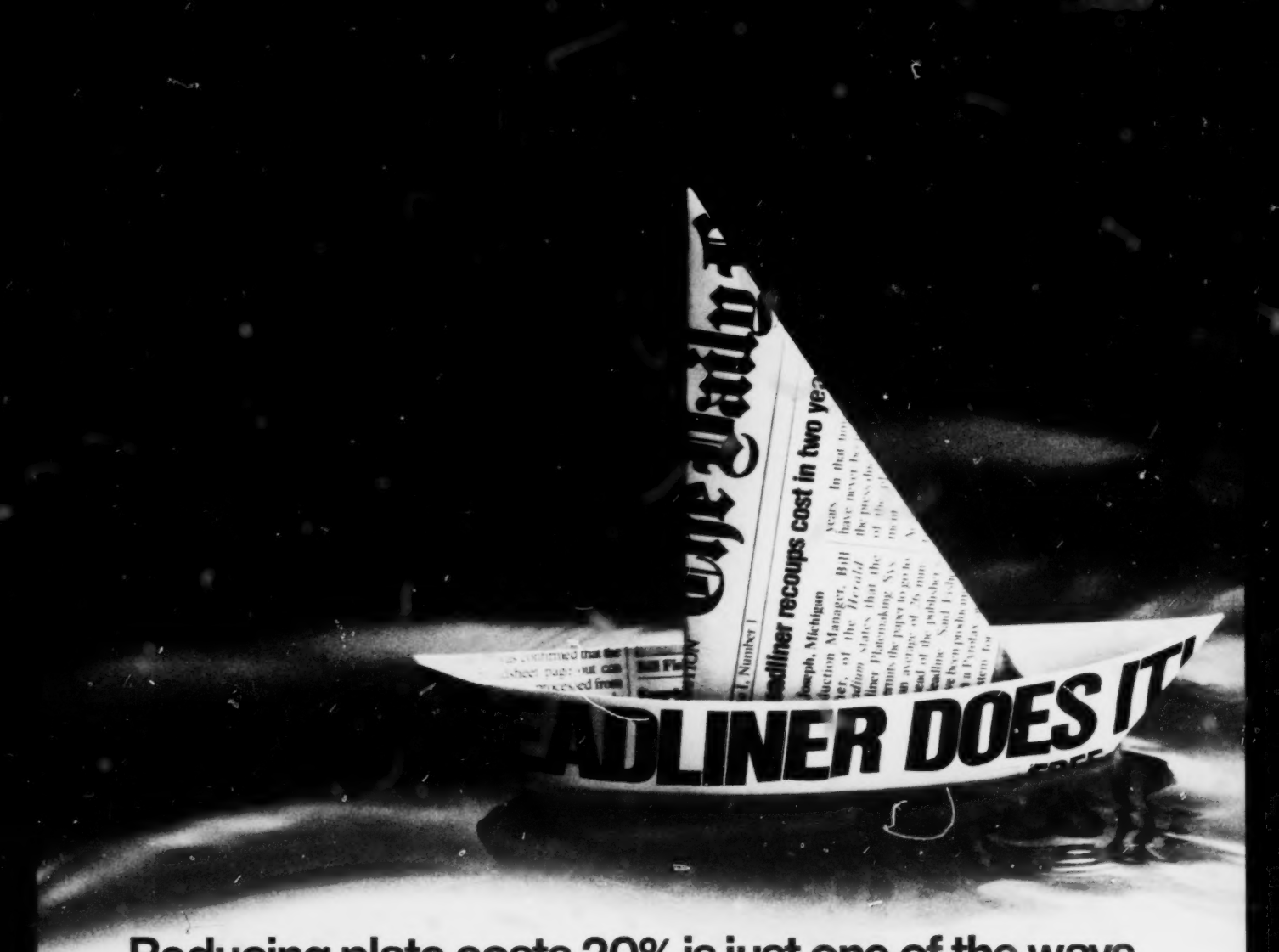
Most personal computers today cannot be used for videotex services because they cannot interpret the data transmission code used by such services.

Keycom Electronic Publishing has one solution to the problem. It is developing two parallel databases for its KEYFAX videotex service, which will start up in Chicago this fall. One will be accessible by special videotex terminals, the other by PCs.

But the situation is in flux. At the recent Videotex '84 conference in Chicago, several manufacturers displayed software programs that enable PCs to become videotex terminals.

At Knight-Ridder, officials are "ecstatic" about the developments that will make Viewtron accessible by some PCs by the end of this year, says Vice President Frank N. Hawkins Jr. "The more terminals that are available, the better it is for Viewtron." [See story, p. 40.]

There is a certain amount of synergy involved here. "A lot of people in the industry now believe that videotex services, such as Viewtron, will provide a major impetus for the sale of home computers," Hawkins points out.



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Tech Talk

Covering the computer craze

BY C. DAVID RAMBO
presstime staff writer

Just five years ago, whenever a newspaper reported on "hardware," the topic probably was on the order of hinges, screws or 16-penny nails. Now it's more likely to be disk drives, connector cables or 16-bit microprocessors.

These and other terms of the high-tech age are appearing with increasing frequency on the pages of daily newspapers, as many newsrooms put more byte into their coverage of the computer industry.

Chief reasons for this spurt of activity are the ballooning public interest in computers and the rapidly changing high-tech business environment that needs to be reported and interpreted.

"More and more newspapers are starting to want this kind of coverage," says Jeff Guinn, technical editor of the Fort Worth (Texas) Star-Telegram. "The PCs are finally bringing the high-tech reporting down to the level of what it really means to the homeowner."

"Without a doubt, [newspaper coverage] is increasing," says Ronald S. Rosenberg, business and technology reporter of The Boston Globe. Such coverage, he explains, is mandated partly by many social changes spurred by the information age. Those include the many computer clubs springing up in small towns and the presence of computers in schools and offices. "PCs are getting out into a lot of peoples' hands. That creates a lot of stories."

Indeed, there were 10.4 million personal computers in use in the United States at the end of last year, according to figures compiled by InfoCorp, a Cupertino, Calif., marketing research firm for the data-processing industry.

Peter A. McWilliams, who writes a PC column that is distributed to about 80 newspapers through Universal Press Syndicate, says the subject holds many "human-interest stories, full of victories." One example: communication breakthroughs for the deaf.

There also are failure stories that need to be told, he adds. "There is the business that went out and bought $10,000 to $15,000 worth of computer equipment and now doesn't know what to do with it, or the parents who went out and bought a Commodore 64 because their kid's grades were low and now they're lower because he spends so much time playing [computer] games," says McWilliams, who has written *The Personal Computer Book*, *The Word Processing Book* and other volumes on the subject.

Newspapers are responding to their new coverage challenges in a variety of ways. Many are running syndicated columns like McWilliams'; there are literally dozens of such columns available from syndicates and free-lancers.

Computing

Spreadsheets can do wonders for your computer

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The Work Processor

Computer Plus

San Jose Mercury News runs this Sunday section for computer buffs.

Another response is creation of a high-tech beat and assigning it to someone on the staff who has an interest in computers and perhaps a PC at home.

In some cases, staffers who write computer columns do so only as a sideline. T.R. Reid, who covers Congress for The Washington Post, writes a PC column that appears every other Monday in the Post's business section. In alternate weeks, the Post runs another computer column written by a technology reporter.

"I get much more response from this column than I do for any of my coverage of Congress," Reid says. Probably half the column-generated letters are from readers who do not yet own a personal computer but who crave information, he adds.

Computer copy usually is anchored in business sections, although a few publications publish weekly "technology" or "science" pages which harbor the computer items. The San Jose (Calif.) Mercury News, located in California's Silicon Valley, runs a Sunday section called "Computing" that is loaded with both staff-written material and syndicated copy. (The section also has extensive classified and display ads for new and used computers—indicative of the kind of bonanza the PC boom has brought to some newspapers' advertising linage.)

Most newspaper computer writers do not have a formal computer-science, engineering or other technical degree. "Computer science degrees are about as necessary for writing about computers as an engineering degree is needed to write about cars," McWilliams says.

The Washington Post's Reid is a lawyer by profession who practiced one year before assuming his Capitol Hill reporting responsibilities. He has written a soon-to-be-released book on the men who developed the computer chip—the tiny but powerful silicon-based device that makes it possible for a computer to process and store vast amounts of information in a

fraction of a second.

The Star-Telegram's Guinn is a 10-year journalist who has covered general assignments, sports and business. Like many others who cover high-tech for newspapers, he is applying old reporting skills to explain, bit by bit, RAM and ROM.

Every week, Guinn writes a software review, a column of notes on happenings in the computer arena, and a piece on entertainment technology such as home video cassette recorders and large-screen TV receivers. He also prepares and runs weekly charts of various high-tech trends, such as sales statistics of different companies.

Rosenberg, one of two full-time reporters at The Boston Globe who specialize in computers and electronics, also has his journalistic roots in general news, but he once worked in the electronics trade press. Besides writing a biweekly column, he covers a broad range of issues involving engineering, electronics and business matters for the high-tech industry, which is a major part of the economy in the Globe's circulation area.

Similarly, Robert E. Locke, science editor for the San Diego Tribune, recently joined the newspaper after a 13-year career at the Associated Press covering general assignments, energy issues and high technology. "The problem with the job is to put this in terms that a layman can understand," he says. An experienced journalist who has done the right homework usually can do that better than the technical person, Locke believes.

"I get much more response from this column than I do for any of my coverage of Congress." Many letters are from readers who do not own a computer but who crave information.

Some observers even say that newspapers, in many respects, do a better job in covering this newest of beats than the flood of computer magazines—of which there are between 150 and 400, depending on the definitions of "computer" and "magazine," according to The Wall Street Journal. Newspaper stories often are better written than many of the magazines, and they are much more timely because they do not require an editorial lead time of up to several months before publication, newspaper observers say.

Also, some people charge that many magazines are little more than public-relations organs for the industry.

However, there are still plenty of newspapers that continue to ignore the computer boom—papers that have not yet devoted space to explaining the difference between SuperCalc and Pac Man.

"They've got to do something," says Reid of The Washington Post. "Whether or not the local newspaper is on to this, the readers are." □

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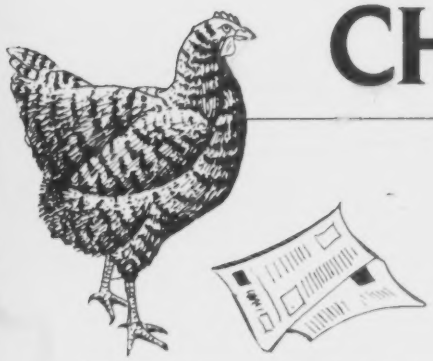

CHICKEN FEED

Ottawa roosters have The Citizen and eat it too

BY PAUL KRUGLINSKI
presstime technical writer

The relationship between birds and newspapers used to be restricted to lining cages. But no more.

Canadian researchers recently conducted an experiment with chickens and used newspapers that is giving new meaning to the statement "You are what you eat" and to the newspaper industry's meticulous monitoring of "newsprint consumption."

Essentially, Canadian Agriculture Department scientists turned newspapers into chicken feed. The scientists fed 20 roosters a granulated substance that was made in part from newspapers.

According to Dr. Karl C. Ivarson, the three-month experiment was a success. "The roosters seemed to be happy eating the material," says Ivarson, a microbiologist with the Chemistry and Biology Research Institute at the department's Central Experimental Farm in Ottawa.

However, the birds first had to be starved before being weaned onto the feed, he reports. And although they only ate the newspaper-based feed during the test period, on a regular basis the feed would only be used as a supplement to the animals' diets.

As strange as it may sound, the origin of the chicken-feeding experiment was a discovery in an abandoned uranium mine. While exploring the mine in Sudbury, Ontario, Ivarson found *Scytalidium acidophilum*, an industrial-type fungus that converts sugar to protein. The fungus is significant in that it can live and produce protein in a very hostile environment—in a biomass with an acidity as high as 0.5 on the pH scale. (The pH scale of 0 to 14, with 7 being neutral, measures the acidity or alkalinity of any given substance. The lower the number, the higher the acidity.)

About half of newsprint's bulk is cellulose, which is chemically similar to glucose (sugar). The scientists at the Experimental Farm used sulphuric acid to convert the newsprint's cellulose content to sugar, which takes about a day. They then introduced *Scytalidium acidophilum*, the "acid-loving" fungus, into the process. In about two days, the fungus "eats" the sugar, transforming it into a single-cell protein, or an amino acid.

Daniel Perez

The resulting protein is a "scum" that sits atop the biomass. As the protein is scooped up, washed and dried, it becomes the dark, granular substance that the 20 roosters pecked at for three months.

The scientists started out trying to uncover ways of converting such things as corn husks and sour hay into usable food. Along the way, they determined that used newspapers were an excellent source of the cellulose raw material for the feed.

Despite the presence of ink, which is removed in the course of the conversion process, newspapers are "clean" and hold a large percentage of cellulose raw material. About 100 pounds of newspapers, Ivarson says, will ultimately produce 12 to 13 pounds of food.

As a matter of convenience, the scientists used The Citizen of Ottawa as the source of the feed. But the roosters also ate Time and McClean's magazines along with bonded paper.

More importantly, the roosters displayed no ill effects from eating the publications.

The researchers fed the roosters 30 grams of the substance each day. By examining the birds' feces, the scientists determined that the roosters ingested 95 percent of the protein. "We wanted to see the digestibility of the protein," Ivarson says.

The conversion process holds substantial promise as a way to reduce waste management problems and produce a useful byproduct simultaneously, according to the Canadian scientists.

"We have a tremendous amount of wasted newspapers, which cost billions of dollars to bury," says Ivarson. "The process would also help to make use of our waste materials, such as wood chips and sawdust."

But the process is not without its drawbacks, foremost of which is the relatively high cost of using sulphuric acid in the conversion process.

"Soybean meal is the worldwide protein standard," Ivarson says, adding that the cost of converting newspapers into food "is slightly more expensive than soybean meal. But that cost can be reduced in the future."

Ivarson and other researchers are looking at using steam and less costly acids, such as hydrochloric, to lower production costs. Scientists also believe that introducing aeration into the conversion process would increase protein production.

Ivarson says he plans to use the feed made from wasted newspapers as food for pigs and cattle. He is also looking at ways of converting newspapers into ethyl alcohol.

Conceivably, then, those chickens in Ottawa might some day wash down their newsprint pellets with an occasional gulp of "Citizen, vintage 1983." □

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Diversifying

Many newspapers own TV stations, but how about a ranch or truck line?

BY NEIL D. SWAN
presstime staff writer

From roofing material and gold mines to major league baseball and burglar alarms, some newspaper companies are operating a wide variety of businesses unrelated to newspapering.

An examination of such offbeat business activities reveals that many companies have taken advantage of an unexpected break or historical quirk to enter into a lucrative new field. Others have set out with a definite intent to diversify. In some cases, recent ventures outside the newspapering fold have proved troublesome.

Some newspaper companies' non-media holdings are a product of their history. The Hearst Corp. and The Times Mirror Co. own vast tracts of timberland and real estate, much of it dating back to land holdings obtained by their early-day California publishing pioneers.

Other companies are eager to fill the public's growing leisure-time needs by entering the entertainment field. Multimedia Inc. of Greenville, S.C., owns the "Donahue" syndicated TV talk show and produces country-music TV specials.

One of the most visible moves by a major newspaper corporation into the entertainment world was the 1981 purchase of the Chicago Cubs baseball club by the Tribune Co. of Chicago for $21 million. Some fans of the Cubs, as well as fans of the cross-town White Sox, were concerned about the propriety of Tribune ownership because of the company's enormous media presence in Chicago.

But the fans' worries have largely dissipated, and Tribune Co. sees the Cubs—perennial also-rans of the National League, but a contender so far this year—as a definite asset, win or lose. Ownership means valuable live broadcast programming for the company's local WGN radio and TV outlets.

WGN-TV is distributed via satellite to cable systems nationally, and the Cubs have become to the Tribune's "superstation" what the Atlanta Braves and Atlanta Hawks are to Ted Turner's WTBS-TV.

But the unchallenged champion among newspaper publishers in plunging into non-publishing enterprise is Australian press magnate Rupert Murdoch, whose News Corp. is involved in a dizzyingly complex corporate structure including oil and gas exploration, legalized gambling, ranching, movie-making and travel.

The company's holdings "Down Under" include Festival Records, Australia's biggest producer of phonograph records, albums and tapes; a 50-percent interest in Associated R&R Films; a share of a legal soccer pool and 50 percent of Lotto Management, the public lottery in New South Wales; oil and gas resources; and F.S. Falkiner & Sons., a giant agricultural conglomerate with wheat, wool and mutton operations. Murdoch's biggest non-media holding is a half interest in Ansett Transport Industries, which runs Australia's largest private domestic airline, Ansett, as well as hotels and resorts.

In the United States, Murdoch's interests include metropolitan dailies in New York City, Chicago, Boston and San Antonio, a weekly tabloid (The Star) and a magazine (New York) and a weekly newspaper (the Village Voice) and a 50-percent share of Games Management Services, which operates Lotto, the New York state lottery.

In March, rumors broke out that Murdoch was attempting to gobble up Walt Disney Productions, the entertainment conglomerate owning movie and TV production facilities, a valuable catalog of films, and Disney theme parks in California and Florida. The rumors have faded

Amos Press produces hobbyist publications and engraves nameplates, as well as publishing the Sidney, Ohio, daily held by Chairman J. Oliver Amos. He is flanked by President Daniel Francis (left) and Secretary John O. Amos.

somewhat—but only after Wall Street chuckled over jokes featuring Disney characters ranging from Scrooge McDuck, the tight-fisted cartoon millionaire, to a middle-aged and startled Mickey Mouse, fending off a cash-happy Murdoch.

While certainly not in the league of the Murdoch empire, Amos Press Inc., publisher of The Sidney (Ohio) Daily News, is another newspaper company that has profited by tapping new business opportunities.

Amos Press is a manufacturer of nameplates for industrial machinery, an outgrowth of a need 20 years ago by a local machinery manufacturer. "This tool maker needed nameplates, and couldn't get any, so we made plates for lathes and other machines with our engraving process," says President J. Daniel Francis. The business, which represents about 5 percent of the company's revenue and employs 25 people, was maintained when the company built a new plant in 1976 because "it keeps people employed and it makes money," says Francis.

Amos Press also has built a hobbyist publication offshoot, which began in 1940 when the publisher of a stamp collectors' newsletter asked a golf partner where he could get his publication printed. Today the company owns and publishes Linn's Stamp News and Coin World, tat tabloids with circulations of about 90,000 each—compared to the Sidney Daily News' 12,486—and Cars & Parts, a hobbyist magazine with a circulation of 125,000.

Additionally, because the hobby publications involved compiling mailing lists of special-interest groups, Amos Press today finds itself owner of a rapidly growing direct-mail operation.

Oklahoma diversity. Perhaps the best example of a large newspaper company that has intentionally set out to diversify into other businesses is Oklahoma Publishing Co., owner of The Daily Oklahoman.

During the 1930s, the paper's then-publisher, Edward King Gaylord, a civic leader who fought for Oklahoma statehood, established a company-owned truck line, Mistletoe Express. The trucks delivered newspapers across the state when the railroads began cutting back on fast train service. Mistletoe began carrying more and more commercial freight and expanding its routes until today it services the Southwest—but no longer carries newspapers.

In the 1960s, Oklahoma Publishing began diversification efforts in earnest, forming Publishers Petroleum Co., a small independent oil company now active in gas and oil exploration in Oklahoma, Texas and Kansas.

Then some 10 years ago, the company began buying ranchland. "It's mostly in Texas around Dallas," says Oklahoma Publishing's current president, Edward L. Gaylord, son of Edward King Gaylord. "It's raw land, but it's speculative as well because that area is growing so much. We got it when we decided we wanted to be more diversified, other than just newspapers and broadcasting."

When "Hee Haw," a syndicated country-and-western music TV show, was offered for sale in 1980, Gaylord's company jumped at the chance to buy it. "We're very happy with 'Hee Haw.' It's on over 200 stations, and its ratings are tops among syndicated, hour-long shows," says Gaylord. The show is taped at Opryland, a sprawling country-western theme park, convention center and home of the Grand Ole Opry outside of Nashville.

When Opryland's owner, American General Insurance Co., offered the complex for sale last summer, Oklahoma Publishing's executives were familiar with its investment potential because of the company's involvement in "Hee Haw." The Oklahoma company beat out six other serious bidders to become Opryland's owner, at a price reported in Nashville papers of about $270 million.

"And we became hotel operators, too," notes Gaylord, explaining that the deal included Opryland's 1,060-room hotel, a popular convention site, as well as the Nashville Network, a television programming operation that daily provides 18 hours of country-western entertainment via satellite to cable TV systems. "It fits right in with our broadcast operation plans," explains Gaylord.

Oklahoma Publishing, a privately held family company, is tight-lipped about its business operations, providing few financial details. But Gaylord says the Opryland operation already provides 30 percent of the company's revenue.

The company also is active in mining, including ownership of a "small" gold mine in Colorado, Gaylord notes. Other Colorado holdings include the Greenland Ranch, a 17,000-acre spread along the interstate highway between rapidly growing Colorado Springs and Denver.

Other examples. Another privately held newspaper group with significant nonmedia holdings is Cox Enterprises Inc. of Atlanta, where the Journal and the Constitution are among the company's newspaper properties.

Cox owns a trucking line, TSC, which began as a film-delivery service for small-town movie theaters and an occasional transporter of newsprint from southern mills to Atlanta, says Cox President Charles E. Glover. TSC is now a general freight line operating in nine southeastern states.

The company also has "substantial" ranchland holdings in Texas, New Mexico, Hawaii and South Carolina. Total acreage is well in excess of 100,000 acres, says Glover. Known as Clarendon plantation, the land in South Carolina, near coastal Beaufort, was obtained in Cox acquisitions involving newsprint mills and timber. It is used in part as a private hunting preserve.

An attempt by Cox Enterprises to enter the energy field by establishing an oil re-

Country Music Hoedown show at Opryland theme park, owned by Oklahoma Publishing Co.

finery in Portsmouth, Va., has bogged down in environmental protests and lawsuits. In the mid-1970s, Cox formed the Hampton Roads Energy Co., which proposed to build a 250,000-barrel-a-day refinery on a site near the mouth of the Elizabeth River in Tidewater Virginia. Some reports said the refinery would cost $1 billion. Currently it is on hold due to "litigation," Glover says.

Like Cox's efforts to build a refinery, Media General Inc. ran into rough sledding and negative publicity when it departed from its traditional core business of publishing daily papers in Richmond, Va., and elsewhere.

In 1982 Media General bought William B. Tanner Co. of Memphis for $39 million plus $32.5 million based on future profits of the Tanner company, which buys and sells TV advertising time, often "bartering" products or services in return for an allotment of broadcast time.

FBI agents seized documents from Tanner's Memphis offices last August, acting on a search warrant alleging income tax fraud, mail fraud, conspiracy and payoffs to employees of Tanner Co. clients. In March, Media General filed a federal suit alleging Tanner and others "engaged in extensive wrongful, unlawful and fraudulent activities" before the sale of the company to Media General.

The newspaper company is seeking more than $200 million in damages from the Tanner officers involved, all of whom have resigned. Media General Vice Chairman and Chief Executive Officer Alan S. Donnahoe says new management is in place, and the subsidiary's name has been changed to Media General Broadcast Services Inc.

As the world's largest newsprint recycler, Media General also has spun off a 70-employee subsidiary that uses recycled newsprint to make a unique roofing material. Onduline-USA of Fredericksburg, Va., uses newsprint and other waste paper combined with asphalt to fabricate sheets of the tough roofing product which is competitive with corrugated steel and used in agricultural and industrial buildings.

The roofing material's paper raw material is 20 percent recycled newsprint. It is produced in 4-by-6-foot sheets which are soundproof and rustproof and can be placed over old roofing.

Stauffer Communications Inc., publisher of the Topeka (Kan.) Capital-Journal and a number of other dailies, is operator of a security alarm system in Topeka, Manhattan and Lawrence, Kan., a firm founded by former Stauffer employees. The company also runs Computer Patch retail stores in Topeka, Joplin, Mo., and Arkansas City, Kan.

A company subsidiary, Capper's Insurance Service, sells health and life insurance coverage, as well as magazine subscriptions, primarily in rural areas of Kansas, Iowa, Missouri and Illinois. The insurance business evolved from Capper's Weekly, a rural-oriented publication, when "back in the '30s, we were looking for something else our rural subscription people could offer our readers," says Stauffer Communications President Stanley H. Stauffer.

Oklahoma Publishing President Gaylord sums up the attitudes of many newspaper executives who are looking outside the traditional communications-related businesses of publishing, broadcasting and newsprint in their quest for growth: "We want to be more diversified; more than just newspapers," he said. □

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Howard L. Hay

Tribune circulation director takes 'Mod Squad' approach

Howard L. Hay

BY C. DAVID RAMBO
presstime staff writer

When he was a young executive in the early 1960s recruiting employees for an Illinois-based engineering firm, Howard L. Hay thought newspapers held little promise as a career option.

"It wasn't a very exciting business. It was sort of a dying industry. There weren't a lot of opportunities," he believed.

Then he began talking with officials of a newspaper group that was in the market for a personnel manager. Learning of the diverse range of activities that the company offered, he changed his mind and joined Lindsay-Schaub Newspapers Inc. in 1965. Thus began a robust newspaper-business career that now belies his earlier impressions.

After establishing and implementing personnel policies at Lindsay-Schaub, Hay joined the Chicago Tribune as assistant personnel manager in 1967 and subsequently moved up to personnel manager.

He left the personnel department, but not his expertise in personnel relations, when the opportunity came to jump to the Tribune's circulation department. Starting there a decade ago as a district manager, Hay has advanced to the position of vice president and director of circulation.

Byron C. Campbell, a former Chicago Tribune executive who now is publisher and president of the Tribune Co.'s Daily News of Los Angeles, commends Hay for his verve in switching from personnel to circulation. "There are no promises when you make a move like that," he notes.

In circulation, Hay finds himself smack dab in the middle of a bubbling circulation war that is nearing the boiling point now that the rival Sun-Times is in the hands of tabloid kingpin Rupert Murdoch. Hay declines to discuss the daily battle for readers, except to say that some trade press coverage of just how fierce the fight is has been overblown. He comments generally that "Chicago is a good newspaper town because of competition."

Friends and associates all describe the 48-year-old Hay as aggressive, personable and able to inspire high productivity from his employees. No one is surprised that Hay has reached the upper echelons of the Trib's Freedom Center.

"He's a guy who was obviously going to make his mark in this business," says James J. McLaughlin, director of personnel and community relations of the South Bend (Ind.) Tribune, who has worked with Hay in the Newspaper Personnel Relations Association. Hay was president of NPRA in 1975-76.

William L. Donaldson, the circulation director of the Omaha World-Herald who also knows Hay from work with NPRA, calls Hay "tenacious" and "probably the most enthusiastic personnel manager I ever met. . . . There is never a job too large or too difficult for him to handle."

Hay's is the quintessential story of the kid from a small, midwestern town who makes good in the big city. He was born and reared in Divernon, Ill., about 200 miles southwest of Chicago, and got his "first management-training job" at age 6—pumping gas at his father's service station. Also as a youth, Hay was a carrier for the State Journal-Register of Springfield, Ill.

After graduating from high school in 1954, Hay spent two years selling tractors, two years wearing an Army uniform and four years studying business administration at the University of Illinois.

Four years in other businesses preceded his entering the newspaper industry at Lindsay-Schaub in 1965. And his initial skepticism about newspapering soon gave way to a sharply contrasting enthusiasm. He says the function of serving as the messenger of vital news and information creates "a special excitement that carries throughout the organization."

Unfortunately, he says, that excitement has not been explained very well to the public. "We've done a miserable job about promoting our industry," he says. Newspaper recruiting efforts, among other things, have been hurt by that.

Hay is equally outspoken in outlining what he sees as some of the main essentials for success at most any newspaper: good market research, working closer with advertisers to reach target audiences, and having a planning process that involves "sitting down with key managers who will communicate with employees" on down the line. "You have to involve your people."

Within that framework, Hay has been responsible for a number of innovations in his various personnel and distribution capacities.

One of his most successful programs, established early in his career at the Tribune, was called the "Job Squad." A team of three relatively young Tribune recruiters—a rather large black man, a blonde white woman and a white male, who fit the general description of stars of a late '60s television show called "The Mod Squad"—conducted Saturday interviews for circulation-department applicants. "It resulted in our hiring some very good people," Hay says. "We got a good pipeline into what young job seekers were thinking."

The main reason those and other programs succeeded, associates say, is Hay's ability to work with employees on all levels. Involvement with people also has been a major element of Hay's personal life.

In addition to numerous civic responsibilities, including service as village trustee in Lake Bluff, Ill., Hay marches as a member of the "precision lawn-mower drill team" in the community's Fourth of July parade each year. "It's a fun group," he says.

Hay also enjoys playing tennis and jogging. He and his wife, Phyllis, have two children: daughter Sheryl, a graduate student studying elementary education, and son Douglas, a pre-law college senior. □

Unfair third-class rates threaten advertising revenues; newshole could be next

BY OTTO A. SILHA

The postal rate decisions of the next few months could have significant impact on your future newshole—yes, newshole—and perhaps even on news and editorial staffing that depends, let's face it, on advertising revenue.

Why does a business that feels a deep responsibility for encouraging fairness and demonstrating balance today find itself in serious conflict with the U.S. postal establishment? The answer is third-class postal rates. Your subscribers' mailboxes are stuffed with the result of those rates. And your advertising staff has lost a lot of business because of those rates.

ANPA and the Newspaper Advertising Bureau are battling for fair postal prices. Unreasonably low third-class mail rates have produced higher first-class rates and the escalating volume of unsolicited third-class marriage mail now showing up in mailboxes all across the land.

Here is some background.

During the late 1970s, the U.S. Postal Service, spun off by Congress into a protected, non-profit, quasi-government corporation, began aggressive pricing practices that changed some 200 years of postal history. The overall intent was to build business, to attract new volume mailers and to prove it could flourish with a greatly reduced subsidy in its new private-sector role.

One result of those predatory pricing practices is that tax-paying, private businesses, including direct competitors with the Postal Service, have had serious problems maintaining their position in an increasingly less-free marketplace.

The newspaper industry, which uses all classes or types of mail, is a large customer of the Postal Service. As captive customers of this government-protected monopoly, we are concerned that the internal USPS accounting policies, which serve to justify rate decisions, appear to be flawed.

Often they are so complex and confusing—such as allocating the costs of overhead expenses like air conditioning, wages and rubber bands—that it is not easy for anyone to determine whether each class of mail is actually covering its own costs as required by law.

Our studied analysis reveals without question that the general public has been absorbing huge increases in the cost of the first-class postage stamp over the past few years, while bulk business mailers have received steadily improving service at stable or declining prices. In our opinion, the first-class mailer is subsidizing the third-class advertising mailer. In short, we're all paying for the Postal Service "loss leader"—third-class shared mail.

The public has absorbed huge increases in the cost of a stamp, while bulk business mailers have escaped price hikes.

Otto A. Silha

Look at these figures, for example. A one-ounce piece of mail sent third-class, presorted by carrier route, costs 7.4 cents per piece or $74 per thousand. That is the equivalent of a 12-page advertising circular. For two one-ounce ad flyers, the rate is still $74. For three flyers, the rate is the same. The rate does not begin to increase until the weight reaches almost a quarter of a pound—and then the cost rises only slightly to $76.50 per thousand. By comparison, a four-ounce letter mailed first-class would cost 71 cents, almost 10 times as much!

Meanwhile, as the first-class rate goes higher and higher and the third-class rate goes lower and lower in comparison, the Postal Service is racking up a surplus to the tune of $800 million in 1982 and $616 million in 1983. Some have questioned whether a rate increase is needed at all, with a surplus charted again in the first quarter of this year.

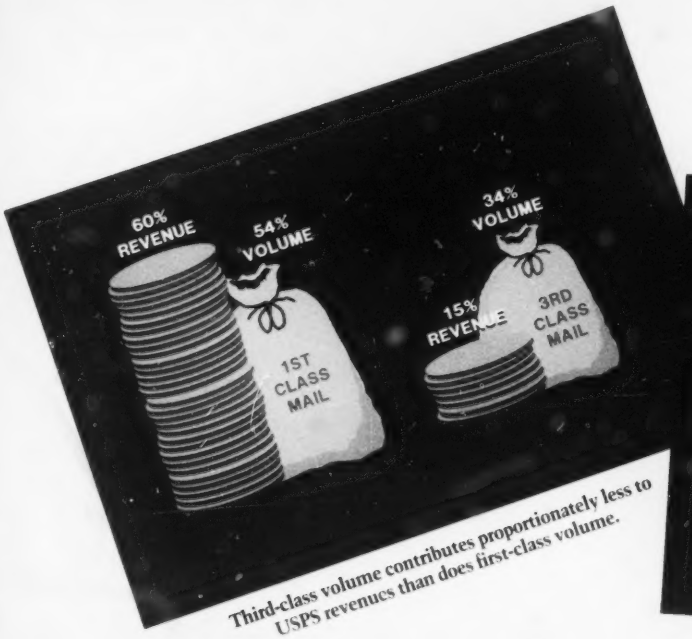
Having heard all of this, you may be thinking back to your own mail last week. You may have seen a little postcard from Advo-System Inc., arriving in the middle of the week, carrying an ad for pizza or an oil change or pantyhose. You're thinking: That little card got into my mailbox for only 7.4 cents.

And you'd be *wrong*. A magician couldn't do it better. That little card is like magic. It got there for free!

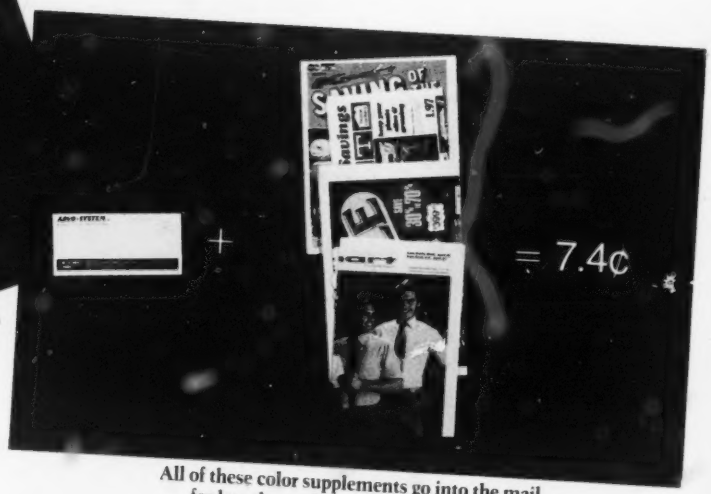
It is free because the Postal Service has ruled that the detached label card, which was designed for boxed samples, can be used for the so-called "flats" of marriage mail. The cards do double duty as an address label and a piece of advertising, but the Postal Service has chosen to treat the advertising as part of its alter ego, the label. The card then becomes, presto, not a piece of mail, but a magic piece of the four or five unaddressed advertising circulars that paid the mighty sum of 7.4 cents to get into your mailbox.

The Postal Service calls these cards "detached labels." It charges no extra postage for delivering them, whether they arrive as intended with the packet of circulars or not, except for a fraction of an ounce in weight figured for postage of the "flats." In other words, these packets, which have become known as "marriage mail," are weighed with their postcards, and no postage is calculated for each piece. If you

Silha is chairman of Cowles Media Co., Minneapolis, and chairman of the ANPA/NAB/NNA Joint Postal Task Force. This article is adapted from his presentation May 1 at the ANPA Convention in Montreal.



Third-class volume contributes proportionately less to USPS revenues than does first-class volume.



All of these color supplements go into the mail for less than a dime. The card? It's free!

mailed them together as a "flat" with four advertising circulars and an addressed card with a fifth advertiser, you pay 7.4 cents total.

Pardon us, but our eyes must deceive us. When we look at a postcard and a packet of mail, we see, at the very least, two pieces. If we sent the mail first-class, it certainly would be two pieces, and it would cost at least 40 cents.

If it looks like a duck, walks like a duck and flies like a duck, it must be a duck. You'll forgive my saying there is something "fowl" about this system.

The result is that the Postal Service is now delivering advertising at the expense of other classes of mail—at the expense of private-sector advertising, at the expense of first-class mail, even Christmas cards, and delivering that advertising at an absurdly low rate that undercuts any logical expense calculation for that kind of service.

The ANPA/NAB/National Newspaper Association Joint Postal Task Force has spent two years learning how rates are set and how we think they should be set. With the aid of lawyers and economists, we have armed ourselves with a great deal of information.

We don't seek any competitive advantage in these rates. We are seeking a rate structure that we believe, after detailed analysis, is the best way for this public corporation that runs the mail to do business, related to its customers (including us) and its competitors, including the 55 private postal companies in the United States that don't share in the first-class monopoly of the USPS. We have joined in this issue as the Postal Rate Commission currently holds hearings and deliberations on a new set of rates, which will be in place for perhaps half a decade.

Among the things we have learned in our study are these:

- Third-class service has improved dramatically over the past few years. Such phenomena as "requested delivery days" have given mailers some astounding values for their mail dollars. In contrast, newspapers that depend upon mail delivery are still finding their product trucked all over the map for centralized mail sorting and often delayed so long that subscribers are giving up on them.
- There is no valid basis to support the discriminatory rate scheme in third-class mail that allows a quarter pound to be mailed for the price of a quarter ounce. It is unfair to the lightweight third-class mailer (such as a small business that wants to send out one promotional postcard), and it is particularly unfair to the rest of the public.
- The rate structure should be changed to charge mailers for the full weight of each piece of mail. The unreasonably large gap between the first-class letter and the third-class advertising circular must be narrowed.

The Postal Service seems to like its top-heavy rate. It is difficult to understand why it favors third-class mail over first-class so unevenly. First-class mail accounts for 54 percent of its volume and third-class for only 34 percent. In contrast, USPS takes in 60 percent of its revenue from first-class and only 15 percent from third. Why the disparity? It's simple. First-class mail has no place else to go. The government guarantees the Postal Service a monopoly on first-class. Third-class mail, the advertising circulars, have a choice of media, including newspapers. All the Postal Service wants is a fair advantage. And it has taken one—a substantial one.

We are not asking Congress to take away the first-class monopoly. We understand the public policy reasons for keeping it. Nor do we ask the Congress at this time to intervene, in its oversight role, to close the rate gap. A statutory process has been established for us to make our case, and we are doing it before the Postal Rate Commission. We base that case on sound economic and good government reasons, in addition to our business concerns. And when we have made our case there, we expect both the Commission and the Board of Governors of the Postal Service will appreciate the unfairness of the present situation and act accordingly. □

The Denver Post

Pulitzer Prize
Feature Photography

Anthony Suau of *The Denver Post* was awarded the Pulitzer Prize for feature photography with this picture of a woman at her husband's grave on Memorial Day and for a series depicting the effects of starvation in Ethiopia.

Journalism that touches people's lives...

TIMES MIRROR

Los Angeles Times
Pulitzer Prize
Meritorious Public Service

Seventeen Latino reporters worked seven months on a 27-part series on the Latino community in Southern California. They are, from left front, project editors George Ramos and Frank Sotomayor, Marita Hernandez, Louis Sahagun; from left, second row, Monica Almeida, Jose Galvez, Nancy Rivera, Virginia Escalante, Robert Montemayor, Frank del Olmo; and last row, from left, Deputy Managing Editor Noel Greenwood, Rick Corrales, Aurelio Jose Barrera, Al Martinez and Julio Moran. Not shown are project reporters Victor Valle, David Reyes and Juan Vasquez.

Los Angeles Times
Pulitzer Prize
Editorial Cartooning

Paul Conrad, the *Times'* editorial cartoonist was honored for 10 cartoons taken from his body of work in 1983. Conrad is the fourth person to win three Pulitzers since the awards began in 1917.

Newsday
Pulitzer Prize
Local Spot News

At *Newsday*, a team effort resulted in Pulitzer Prize-winning coverage of the "Baby Jane Doe" case and the larger human and ethical problems it poses today. The team included, standing, from left, A. J. Carter, B. D. Colen, Robert Fresco, Adrian Peracchio, Kathleen Kerr, Harvey Aronson, Irene Virag; seated, Richard Galant.

U.S. Supreme Court decisions go both for and against media

The U.S. Supreme Court ruled unanimously that two Washington state newspapers have no right to publish material they learned in the discovery process leading to a trial.

But in two other May decisions, the high court came down on the side of the media:

• In a Georgia case, it ruled—also unanimously—that pretrial criminal hearings generally should be open to the press and public, thus casting shadows on its 1979 decision in *Gannett v. DePasquale*.

• In a Pennsylvania case, it set aside a lower court order barring the media from photographing jurors during a murder trial.

Also in May, the high court declined to review two libel cases, one of which involved a judgment unfavorable to the press.

The Washington state case, *Rhinehart v. Seattle Times*, stems from a libel suit filed by Keith Milton Rhinehart, leader of a religious group known as the Aquarian Foundation, against the Times and the Walla Walla Union-Bulletin.

The suit was over stories about Rhinehart's sodomy conviction, later vacated, and an "extravaganza" he sponsored at the Walla Walla Penitentiary featuring a "chorus line of girls" and $35,000-$50,000 in cash and prizes.

In defending themselves, the two dailies requested that Rhinehart turn over information, including identities of supporters of the Aquarian Foundation. Rhinehart initially refused, but the trial court ordered him to supply the information. In doing so, that court granted a protective order against publication of the material.

On appeal, the newspapers claimed they have a right to publish any information learned in discovery unless a court determines there are major, "compelling" reasons against it. They also said such an order "must be narrowly drawn and precise" and must be issued only when the court finds there are "no alternatives which intrude less directly" than prior restraint.

Justice Lewis F. Powell Jr., writing the opinion of the court, said such conditions "would impose an unwarranted restriction on the duty and discretion of a trial court to oversee the discovery process."

In upholding the protective order, the court said the discovery processes are "a matter of legislative grace," and a litigant has "no First Amendment right of access to information made available only for purposes of trying his suit." Publishing prohibitions in this context do not "raise the same spectre of government censorship that such control might suggest in other situations."

The court also said the information may be published if it is "gained through means independent of the court's processes."

Lewis F. Powell Jr.

Also noted was the "significant potential for abuse" in the discovery process. "There is an opportunity . . . for litigants to obtain—incidentally or purposefully—information that not only is irrelevant but if publicly released could be damaging to reputation and privacy" of parties in the case as well as uninvolved third parties. "The government clearly has a substantial interest in preventing this sort of abuse of its processes."

ANPA and other media groups filed a friend-of-the-court brief in support of the newspapers [presstime, Dec. 1983, p. 16].

Powell also wrote the court's opinion in the case involving the right to attend pretrial hearings, *Waller v. Georgia*.

The court ruled that a Georgia judge should not have closed the hearing in which the admissibility of evidence in a gambling case was argued.

Such suppression hearings often are as important to the criminal justice system as the trial. Some cases end at the hearing stage, Powell pointed out.

The Sixth Amendment right to a public trial requires that any decision to close such a hearing be fully justified, he added, saying the Georgia judge's order was too broad and too vague.

This decision and an earlier one this year that the public generally has a right to observe the jury-selection process are seen as softening the impact of the 1979 Gannett case, in which the court ruled the public does not have an absolute right to attend pretrial criminal hearings.

In the third decision during what was an unusually busy month for the Supreme Court vis-a-vis media cases, it ruled that a judge improperly barred the media from photographing jurors during a highly publicized Pennsylvania murder trial.

The case was sent back to the state court system to determine whether the Pennsylvania Supreme Court acted on state or federal grounds in refusing to strike down the trial judge's order.

Among the media that had taken the case to the U.S. Supreme Court was the Wilkes-Barre Times Leader.

Justice William J. Brennan last summer struck down another order by the trial judge in the same case that prohibited the media from publishing the names and addresses of jurors [presstime, Aug. 1983, p. 10].

In the two other media-related actions, the court:

• Refused to hear the plea of The Macon [Ga.] Telegraph and News, which had been ordered to pay a $243,857 judgment to a woman who claimed she was libeled by a story quoting her as saying she had made up her mind as a juror in a murder trial a day or two before it ended.

The woman testified that she made no such statement to a Telegraph reporter. She won the suit in a jury trial, even though the reporter produced notes from his telephone interview with the woman to show the quotation was accurate.

The Macon daily considered the judgment to be unjustified and out of line with the purported damage inflicted. It appealed, but both the Georgia Appeals Court and the Georgia Supreme Court upheld the judgment.

Richard D. Thomas, Telegraph executive editor, said one of the most disturbing aspects of the case is that editors considered the story to be innocuous. "It never even crossed the editors' minds that this would upset the woman."

• Let stand a Kentucky Supreme Court decision in which the Lexington Herald-Leader prevailed in a libel suit.

The Kentucky court had dismissed a $100,000 libel award to a mayoral candidate following a story about his financial holdings. —*C. David Rambo*

Canadian editor wins first ruling under Access to Information Act

The first case to go to federal court under Canada's new Access to Information Act has been decided in favor of the press.

Associate Chief Justice James Jerome May 9 ruled against Maislin Industries Ltd. which had tried to block release of documents concerning loan guarantees it received from the federal government. The documents were sought by Iain C. Hunter, national editor of The Citizen of Ottawa [presstime, March 1984, p. 28].

Meanwhile, another Canadian newspaper was the subject of a probe into how it obtained "secret" records. An investigation into the leak of government documents on de Havilland Aircraft of Canada Ltd. to The Globe and Mail of Toronto is being conducted by the Royal Canadian Mounted Police, an RCMP spokesman confirmed.

Managing Editor Geoffrey Stevens said in late May the newspaper had not been contacted by the RCMP in its investigation.

The minister responsible for the financially troubled government corporation requested the investigation.

The newspaper reported May 3 that it had obtained a "secret cabinet memorandum" that predicted de Havilland will lose $313 million within the next four years on top of the $236 million it lost in 1983. □

COURT BRIEFS

• The El Paso (Texas) Times has asked a trial judge to set aside a $3.5-million libel verdict—the **fourth largest jury verdict ever against a newspaper**, according to the Libel Defense Resource Center.

The jury agreed with a former U.S. attorney that the newspaper defamed him in a 1978 opinion piece and awarded $500,000 in actual damages and $3 million in punitive damages.

Times Editor Barbara Funkhouser said the newspaper denies causing damage to the reputation of James Kerr in a column stating that Kerr lied in closing trial arguments to a federal jury.

• The National Enquirer **settled out of court a $20-million libel suit** filed against it by actress Shirley Jones and her husband, Marty Ingels. The amount of settlement was not disclosed, but Ingels said terms include the Enquirer's publication of a retraction.

Ingels also said he planned to republish the retraction as paid advertisements in two Hollywood trade papers.

The suit, *Calder v. Jones*, raised the question whether the couple, as residents of California, can sue the Florida-based National Enquirer in a California state court. The U.S. Supreme Court had ruled that the couple could sue in that regard [presstime, April 1984, p. 48].

• **Heavy libel insurance claims** experienced throughout the 1970s are continuing into the mid-1980s, according to Edward W. Estlow of Scripps-Howard, chairman of the Newspaper Insurance Advisory Group. That panel works with Mutual Insurance Co. Ltd. of Hamilton, Bermuda, a major newspaper insurer. Mutual reported that it has paid $26.9 million in claims for libel and related cases over the past 12 years. There remained 1,708 cases pending at the end of 1983.

• The 3rd U.S. Circuit Court of Appeals said the press has a **constitutional right of access** to *civil* proceedings. The appeals court overturned the ruling of a federal district judge who said The Wall Street Journal and The Philadelphia Inquirer would be barred from a hearing in a civil suit.

• New York's highest court **upheld the state's shield law** by ruling 5-2 that a reporter need not obey a grand jury subpoena ordering him to divulge confidential sources.

The law "provides a broad protection to journalists without any qualifying language," wrote Chief Judge Lawrence H. Cooke of the New York State Court of Appeals.

The case centered on a Schenectady television reporter who was ordered by a grand jury to divulge the source of information for a story on a secret grand jury report.

• The Justice Department has concluded its inquiry into **alleged antitrust violations** by the Indiana (Pa.) Gazette.

The department was looking into allegations of predatory pricing against a competing shopper publication [presstime, Feb. 1984, p. 27].

A lawsuit filed by that shopper against the Indiana Gazette is pending in U.S. District Court.

Valentine: ANPA trying to kill Advo

The president of Advo-System Inc. has again charged that ANPA wants higher third-class rates to eliminate competing direct-mail advertising.

ANPA's proposed rate structure would "kill our program. There's no doubt about it," Jack A. Valentine said May 16 in testimony before the Postal Rate Commission. "It's clear what that rate is intended to do. . . . It's to kill off their competition."

In another development in the ongoing rate case, the Association raised the third-class figure in the rate structure it has proposed to the commission. The original ANPA proposal called for a per-piece rate of 6.9 cents and a per-pound charge of 39 cents, plus a fee of 5 cents per piece and 39 cents per pound for accompanying detached address labels used in mailing advertising circulars grouped as "marriage mail."

But because the commission ruled it would not consider the detached-label proposal [presstime, May 1984, p. 48], ANPA recalculated its figures for what it called equitable rates. The new third-class rate structure ANPA is proposing is 7.4 cents per piece and 39 cents per pound.

The current rate is 7.4 cents for pieces weighing 3.91 ounces or less, or 45 cents per pound for heavier pieces with a 3.6-cent-per-piece discount applied for carrier-route presorting.

In his testimony, Valentine also maintained that Advo appears to be getting good third-class mail service because the firm performs a high degree of mail preparation before entering its material into the USPS mailstream.

The Advo president said his company knows postal delivery schedules in detail, which means it is able to schedule drops at post offices at just the right time to achieve delivery on a desired date.

Valentine continued that USPS discounts for presorting and other work constitute "progress" in equitable postal pricing. "But I don't think it has been carried to its logical conclusion," he said. If it would be extended to account fully for advance work by mailers, he added, "we would get *more* of a discount."

Parties in the rate case in late May were preparing to offer final comments, which will be due in July. The commission must render a decision on recommended rates to the USPS governors by Sept. 10. □

Agent impersonation measure protested

ANPA has joined other media organizations in opposing Senate legislation that would set standards for Justice Department infiltration of the news media and for impersonation of reporters by federal agents.

The provision is part of S 804, a bill to regulate Justice Department undercover investigations [presstime, Sept. 1983, p. 13].

"Passage of S 804 in its present form would severely damage the public's ability to perceive the news media as objective seekers and disseminators of news," said John Seigenthaler, editorial director of USA Today and editor and publisher of The Tennessean in Nashville. He told the Senate Criminal Law Subcommittee the standards would "legitimize" infiltration and impersonation and asked whether the practices are so prevalent that standards are necessary. "If so, we would like the facts," he said.

Seigenthaler testified May 16 on behalf of ANPA, the American Society of Newspaper Editors, and the Society of Professional Journalists, Sigma Delta Chi.

In a related development, the Justice Department has closed its inquiry into an October 1983 case of reporter impersonation by a deputy U.S. marshal in Athens, Ga. [presstime, Dec. 1983, p. 29].

The Office of Professional Responsibility, the office responsible for investigating allegations of misconduct on the part of Justice Department employees, said its review determined the marshal did not engage in any "ongoing effort to masquerade as a reporter, but agreed that he was a reporter when another individual. . . suggested that he was."

In a written statement, the office said it was unaware of any regulation or law which was violated by the marshal. "His actions were limited in scope and undertaken to accomplish a bonafide law enforcement mission which he had been assigned."

The incident occurred during the serving of a summons.

The decision to close the investigation was disclosed in a letter to The Red and Black Publishing Co. in Athens, publisher of the University of Georgia's daily newspaper, one of several news organizations that had protested the incident. □

Rape coverage scrutinized

If newspaper editors and broadcasters previously had not given much thought to how they cover rape cases, they are now. This is one "benefit" to come from the public attention focused on the "Big Dan's" rape trial in Fall River, Mass., a Senate Judiciary subcommittee was told.

That observation came from the editor of the daily newspaper in the city where the barroom rape took place, James M. Ragsdale of The Standard-Times in New Bedford, Mass.

In an April 24 hearing that focused primarily on broadcast coverage, Ragsdale said the "single flaw" regarding the live TV coverage of the trial was that the victim's name was broadcast inadvertently. He said this could be remedied in the future by creating a 15-second tape delay for the broadcast.

Despite press reports to the contrary, he said, The Standard-Times did not publish the name of the victim, even after her name was broadcast. Ragsdale said his newspaper embraces the Massachusetts Bench-Bar-News Committee's voluntary pretrial publicity guidelines, which say newspapers should avoid publishing the "names of surviving victims of forceable sex crimes."

The voluntary self-restraint exercised by The Standard-Times in the case extended beyond not publishing the victim's name, he told the the Senate Criminal Law Subcommittee. He said the newspaper also did not report on certain statements and written documents presented in open court during the pretrial stage of the case. "Still," he said, "what we impose upon ourselves freely we would resist having imposed upon us by an arm of government."

The Standard-Times last year successfully fought a court order not to publish an interview with one of the "Big Dan" defendents but subsequently decided on its own not to publish it [presstime, Oct. 1983, p. 13]. □

FOIA change seen as opening 'loopholes'

A Senate-passed bill to amend the Freedom of Information Act "would give the agencies more time to drag their feet, more loopholes into which they could tuck the embarrassing and the uncomfortable, and more dark corners from which they might be tempted to govern."

That was the message ANPA Executive Vice President Jerry W. Friedheim delivered to Capitol Hill May 24. He said the Association "generally opposes" the measure.

Friedheim testified before the Government Information Subcommittee of the House Government Operations Committee about the bill, S 774, which the Senate approved Feb. 28 [presstime, April 1984, p. 41]. Representatives of several other press organizations also testified before the panel in the same vein.

Following the end to the current round of hearings, possibly this month, the subcommittee will decide whether to proceed with its own bill.

The same subcommittee also is considering a bill to exempt some Central Intelligence Agency operational files from the search and review requirements of the FOIA [presstime, May 1984, p. 51]. At a May 10 hearing, Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., said if the legislation becomes law, Congress should exercise "skeptical oversight" of how the CIA administers it.

Rowe represented ANPA and American Society of Newspaper Editors. □

Panel OKs change in cigarette warning

Legislation to change the health warning message in cigarette advertising and labeling has been approved by the House Energy and Commerce Committee. The bill is a compromise measure worked out by the tobacco industry, health groups and committee members.

HR 3979 would replace the current warning message with four alternating messages.

For print advertising, the bill also calls for increasing the message rectangle and type by 50 percent, and for doubling the width of the rule around the warning message. □

Hygiene monitoring offered

In response to the threat of chemical contamination in the products newspapers use, ANPA has instituted an Industrial Hygiene Surveillance Program to help member newspapers deal more effectively with the problem of tainted materials.

Under the program, Association hygienists are available to monitor conditions in members' plants. This latest initiative is in addition to the many existing health and safety programs at newspapers [presstime, March 1984, p. 14].

The ANPA Board of Directors approved the new program in principle at its meeting in January, and at the recent Convention in Montreal it approved the detailed plan for implementation.

Coincidentally, between those two meetings, there was an incidence of dichlorobiphenyl contamination in yellow inks that caused a great deal of concern among employers and employees in the newspaper business [presstime, May 1984, p. 50]. Dichlorobiphenyl is a form of the toxic chemical PCB.

As the PCB episode made clear, the newspaper business shares problems facing many industries: dealing with environmental and occupational health issues associated with chemical products, and responding to increased interest by employees in certain products and their effects on human beings.

With the new Industrial Hygiene Surveillance Program, ANPA is offering its members a way to address these matters.

This program will help newspapers determine if their pressroom, reelroom and mailroom meet the objectives of a safe and healthful workplace. The information gathered will aid employers and employees in complying with the new federal Hazard Communications Standard, which requires that newspapers provide information and training on all hazardous chemicals to which production workers might be exposed.

The program is intended to document the environmental situation in newspapers' production areas with regard to ink mist, paper dust, solvents and other chemicals in accordance with current Occupational Safety and Health Administration standards.

ANPA industrial hygienists will be available to make inspections in areas where a number of newspapers in one region can be tested sequentially, thus saving on travel costs.

Costs for a one-day survey will be $1,500, which covers 16 ink-mist and paper-dust air samples, 18 solvent air samples, bulk-ink analysis, laboratory work, travel and incidental expenses. In cases where several days are needed for tests in large plants, each extra day will cost $600.

It is anticipated the program will start in July and will be offered according to the following tentative schedule:

- July—Virginia, Maryland, Delaware, West Virginia, Eastern Pennsylvania and New Jersey
- August—Eastern New York, Massachusetts, Connecticut, Maine, New Hampshire, Vermont
- September—Western New York, Western Pennsylvania, Ohio, Indiana, Michigan
- October—Illinois, Southern Wisconsin, Missouri, North Arkansas
- November—Louisiana, Mississippi, South Arkansas, North Alabama, North Georgia, Tennessee
- December—North Carolina, South Carolina, Florida, South Alabama, South Georgia.

ANPA officials say they are eager to hear, as soon as possible, from interested member newspapers in these areas.

The schedule is flexible and dependent upon the number of papers signing up in a given region, according to George Cashau, director/technical research. Schedules will be arranged so that the largest number of member newspapers can be surveyed in the shortest time.

Additional areas will be scheduled for 1985. Members outside the listed regions are encouraged to call the Association's Environmental Office at (703) 620-9500. □

FCC reassessing fairness doctrine

The Federal Communications Commission is reassessing its policy regarding the fairness doctrine.

In initiating the inquiry, the FCC invited comment on 11 questions concerning the purposes, effects, relevancy and legality of continued imposition of the doctrine, which requires broadcasters to cover issues of public importance and to air contrasting viewpoints. □

ANPA collecting information on health, safety problems

The ANPA Environmental Committee is gathering information concerning the record-keeping and problems of newspapers in the safety and health area.

In May, member newspapers were sent an ANPA Accident Reporting System form to fill out and return to the Association's Technical Research Department. Most of the information requested is already required by the federal Occupational Safety and Health Administration on OSHA Form 200, "Log and Summary of Occupational Injuries and Illnesses."

The completed ANPA forms will be tabulated and a report issued in early fall, according to Dr. Howard R. Brown, chairman of the panel which will be renamed the Environmental Task Force in a reorganization of ANPA's technical committees to take effect at mid-month.

The system will allow a newspaper to compare its safety and health records with those of other papers, and it will help to identify problem areas that need attention [presstime, Feb. 1984, p. 47].

Another goal of the system is to provide a record-keeping form applying specifically to the newspaper business, said Brown, who is medical director of The New York Times Co.

A sampling of the OSHA Form 200s is now used by the U.S. Bureau of Labor Statistics to compile illness and injury statistics on the newspaper industry [presstime, March 1984, p. 16]. □

Rhode Island approves VDT health study

A bill providing for a study of the health effects of video display terminals has been approved by the Rhode Island Legislature, the third state to pass such a measure.

Last year, Connecticut and Maine passed laws related to VDTs [presstime, July 1983, p. 27].

But an effort to pass another VDT bill in Connecticut failed recently. It would have established a task force to develop a code for VDT use. □

Two-thirds of U.S. adults read dailies

Daily newspapers are read in three-fourths of U.S. households and by two-thirds of American adults. Seventy-seven percent of all pages are looked at by the typical reader, who spends 44 minutes a day with newspapers.

Those are among key results of a new study, "How Do Your Papers Rate With Readers," which were disclosed at the semi-annual meeting ~~May~~ 6-9 in San Diego of the Newspaper Research Council.

The study was based on a national survey conducted for the Newspaper Advertising Bureau by the research firm Audits and Surveys.

Essentially, it updates NAB's 1977 study, "How the Public Gets Its News."

Outlining some reader responses to the 80,000 newspaper items analyzed in the study, Albert Gollin, NAB's associate research director, concluded that "one fact emerges clearly—the diversity of your readers' interests and reading habits."

"Contradictory at times in what they say they read or see in your paper's pages, often deeply ambivalent in their views about the news you confront them with each day, your readers are as varied and complex as the world you cover," he told the meeting attended by about 100 people who are active in newspaper research.

"'Quick Fix' solutions simply don't do justice to the range of readers' interests and needs that your paper must try to satisfy," commented Gollin, stressing the need for continued research.

Newspaper research consultant Eugene Dalgin reported that additional research could be conducted in an effort to offset some of the inroads made by weeklies, which "are becoming more and more of a problem to daily newspapers."

While weekly distribution may actually exceed daily circulation in some cities, he said research has shown that weeklies have fewer readers per copy and that dailies are more thoroughly read.

Dalgin suggested that NRC develop questions for measuring weekly readership. Then the questions would be submitted to the Advertising Research Foundation for its approval.

Kristin McGrath, president of Minnesota Opinion Research Inc., told how general-audience papers can learn from studies of USA Today's target audience. □

Study shows papers are read thoroughly

BY GUIDO H. STEMPEL III

Guido H. Stempel III

It has been frequently assumed in recent years that if newspaper circulation is down, then readership must be down also. The reasoning presumably is that if fewer people are buying papers, those who are buying them may be reading them less.

A study by the Newspaper Advertising Bureau provides evidence to the contrary. The study was made in May 1982 as part of the Newspaper Readership Project. NAB asked a national sample of 1,288 persons about readership of randomly selected pages in the newspaper they "read yesterday."

Average readership of all news-editorial items was 35 percent. That's substantially above the 20 percent average readership of news-editorial items Charles Swanson reported three decades ago for the 130 papers he analyzed from the Continuing Studies of Newspaper Readership. (See Fall 1955 Journalism Quarterly.)

While the NAB study found overall readership by men and women virtually even, there were some marked differences.

Personal advice columns were read by 57 percent of the women but by only 32 percent of the men.

Stories about professional sports were read by 39 percent of the men and 20 percent of the women.

Best-read items for women, in addition to personal advice columns were news summaries, briefs and indexes (51 percent); crime news (47 percent); and health, welfare and social news (42 percent).

Best-read items for men were news summaries, briefs and indexes (51 percent); war, rebellion and defense (48 percent); and crime news (48 percent).

Professional sports (20 percent) and other sports (17 percent) were the least read for women. Cultural events (25 percent) and other sports (27 percent) were the least read for men.

Perhaps the most surprising finding was that the percentage of items read on a given opened page is higher for papers with more than 60 pages than it is for those with fewer than 25 pages. However, the proportion of total pages opened is less for larger papers. This suggests some deliberate selection of pages by readers of larger papers. Editors can take advantage of this by using indexes and doing even more clustering of similar types of content.

Copies of the full report on this study, entitled "Meeting Readers' Multiple Needs," are available from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036.

• • •

Classifying people as either subscribers or non-subscribers may be a mistake. Two journalism faculty members at Texas Christian University, Gerald Grotta and Anantha S. Babbili, suggest it would be better to talk about hard-core subscribers, marginal subscribers, potential subscribers and hard-core non-subscribers.

They came to that conclusion after studying the markets of a small daily in the Southeast and a large daily in the Southwest.

They found that a third of the subscribers to the two newspapers were marginal subscribers. For every six subscribers they found a potential subscriber.

They defined a marginal subscriber as a person "less than almost certain to continue subscribing" and a potential subscriber as a person who says "chances are 50-50 or better that they will begin subscribing." Hard-core subscribers were those "almost certain to continue subscribing," according to the two faculty members.

They found that marginal and potential subscribers were concerned about content and price, while hard-core subscribers were concerned about delivery service and billing procedures. The study is reported in the Winter 1984 Newspaper Research Journal. □

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

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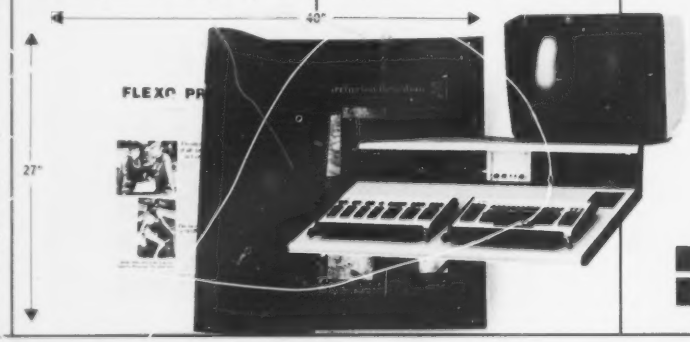

Crosfield Data Systems Inc.

DATRAX

Viewtron partners disappointed over lackluster sales

Representatives of newspaper companies that are Viewtron joint-venture partners expressed disappointment—but not surprise—that in six months the pioneering videotex service in South Florida attracted only about 1,500 paying subscribers.

Viewdata Corp. of America, the Knight-Ridder Newspapers Inc. subsidiary that runs Viewtron, has set 5,000 subscribers as its first-year goal [presstime, Dec. 1983, p. 22].

"What we are all aware of is that this was the launch of a brand-new product. It wasn't a new magazine, or a new bar of soap, or a new model of an automobile. It's a new form of acquiring information in the home," said Patricia M. McCarthy, director of T.B.S. Inc. in Baltimore. T.B.S. is the Viewdata joint-venture project division of the A.S. Abell Co., publisher of The Baltimore Sun.

"We were a little disappointed, as I am sure that VCA was, that they didn't sell out on Day One, but that is very unrealistic on a new product," she added.

Another of the six joint-venture partners with which Viewdata has agreements to develop, own and operate Viewtron services in 12 markets where the firms publish newspapers is Affiliated Publications Inc., which publishes The Boston Globe. Robert H. Phelps, vice president of Affiliated and director of its Viewtron/New England project, said he was not surprised by the low subscription level.

Phelps said he has had a "very friendly difference of opinion" with Viewdata on the marketing of Viewtron. He said the Viewtron marketing effort has been focused too much on the AT&T Sceptre terminal used for the service and not enough on the product, and that the effort has been too broad. "They are shooting a blunderbuss trying to hit everything, while they should be shooting silver bullets at specific target markets," he said.

It also "proves," he said, that the cost of the terminal is "far too high. There is no way you can have a home videotex system in which the cost of the terminal is $600."

He noted that representatives of several videotex services, including Viewtron, will be visiting Japan this month to talk to manufacturers there about producing lower-cost terminals. Phelps also said he expects AT&T to come out with a better, cheaper "son of Sceptre" terminal. Margaret A. Cathcart, staff manager for AT&T consumer products, would not comment on "any products that might be under development."

Phelps cautioned against putting too much emphasis on subscriber numbers yet. "More emphasis should be on whether you are constantly increasing your subscriber base," he suggested. In this regard, he said, "the evidence is very positive." Viewdata says since January the pace of subscriber sign-up has grown significantly each month.

At Capital Cities Communications Inc., another Viewtron affiliate, the response to the disclosure of subscription figures was simply: "As long as Knight-Ridder is optimistic, we're optimistic." Philip J. Meek, president of the Fort Worth Star-Telegram, added, "There have been nothing but reasonably positive vibes out of Miami thus far."

William R. Burleigh, vice president and general editorial manager for Scripps-Howard Newspapers, said his company is not having second thoughts about its joint venture agreement. "We went into it with our eyes wide open," he said. "The Knight-Ridder folks are at the cutting edge of the new technology, and we are interested in participating with them."

Knight-Ridder President James K. Batten announced the subscriber count at the April 26 annual Knight-Ridder shareholders meeting. He said 80 percent of the subscribers are in the three-county area in South Florida where the service is being marketed, with the remainder scattered throughout the country.

> *"They are shooting a blunderbuss trying to hit everything, while they should be shooting silver bullets at specific target markets."*
>
> **Robert H. Phelps**
> **Affiliated Publications Inc.**

At the same time, he announced a new service program that gives people the option of subscribing to Viewtron by renting, not buying, the AT&T Sceptre terminal. Batten said the company was "confident" that the number of Viewtron households would "expand even more rapidly" with that option. He also said the 5,000 first-year subscriber goal is still "obtainable."

But not everyone is so sure the target is in Viewtron's sights.

An April 8 story in Knight-Ridder's own Miami Herald said industry analysts think Viewtron "will likely fall short" of the goal. The story was published before the new rental option was announced.

That new rental option has added "hundreds" of subscribers to Viewtron, said Paul M. Orme, vice president of marketing for Viewdata. The service package is similar to those for cable television. For $39.95 a month, Viewtron rental subscribers get the Sceptre terminal, 10 hours of free telephone connect-time and Viewtron service.

Prior to the rental option, subscribers had to purchase the $600 terminal. Under the purchase plan, users pay a $12-a-month subscription fee and a $1-an-hour telephone-use fee for access to Viewtron's database of news, sports, games, shopping, education, health, food and dining, travel, classified ads and a bank-at-home service.

Orme insisted that more important than the number of subscribers is the "playback" received from them. "Research we've done shows people are happy with what they see . . . most people are using it as much as or more than they anticipated, and . . . when asked 'would you recommend Viewtron to a friend?' they respond very favorably."

People are focusing on Viewtron's numbers and overlooking those of other product introductions, Orme added. He offered these statistics: It took 70 years for telephones to reach 50 percent of U.S. homes. Record players took 55 years. Black-and-white TV sets, only 10 years; hence, "quite an unusual phenomenon." And six years after being introduced, videocassette recorders are at 8.2 percent.

—Margaret Genovese

Southam takes over Infomart

Infomart, the videotex partnership between two Canadian newspaper companies, is being restructured.

Southam Inc. will become the majority owner. Torstar Corp., which had been a 50-50 partner with Southam, will limit its contribution to a fixed amount over the next two years, after which Southam will buy out its remaining equity interest in Infomart. Torstar will retain the right to use Infomart's technology for a consumer videotex service in Toronto.

The companies formed the venture when it was thought videotex might be "a very fast growing alternative to daily newspapers," said Robert B. N. McConnell, Southam vice president product development.

Since then, he said, "it's become apparent that videotex is certainly not a short-term threat to daily newspapers but may well be a very promising and potentially very profitable medium to provide information and services to more specialized audience groups."

Although Southam feels "quite comfortable with the direction that videotex is moving," McConnell said Torstar decided to limit itself to "taking advantage of whatever applications develop for videotex in their own backyard."

Phone companies' plan gets ANPA support

In comments filed with the Federal Communications Commission, ANPA said that Bell operating companies should be permitted to offer certain services that allow otherwise incompatible terminals or computer systems to communicate with each other by telephone.

Several Bell operating companies have petitioned the FCC for waivers of regulations prohibiting the companies from providing so-called "code" and "protocol" conversion services except through separate subsidiaries.

In its May 25 filing, ANPA said the two types of proposed conversions "do not involve undesirable" Bell operating company "involvement in information, and would permit improvements in the American public's access to information provided by a broad variety of electronic publishers."

TELECOMMUNICATIONS NOTES

• The Federal Communications Commission has turned down a Turner Broadcasting System Inc. request that it consider eliminating its so-called **"must carry" rules** requiring cable TV systems to carry local broadcast TV signals.

TBS had argued that, among other things, the rules are unfair and anticompetitive because the local stations are guaranteed free carriage on cable systems while cable services, like TBS's Cable News Network, have to pay to be carried and sometimes are unable to find space on crowded systems.

The FCC said growth in cable subscribers and in cable-sytem channel capacity had decreased the burden of carrying local signals and increased the impact not carrying them would have on local stations.

• Negotiations are under way to restructure **Keycom Electronic Publishing**, a joint venture between News America Publishing Inc., Centel Inc. and Honeywell Inc.

News America Publishing acquired its interest in Keycom earlier this year when it acquired the Chicago Sun-Times and other Field Enterprises Inc. interests. Under the reorganization, News America would change its status from an equity participant to an information provider.

• ANPA has objected to a proposal of the Chesapeake and Potomac Telephone Co. to provide **"Audiotex" services** in Virginia because C&P wants to share in profits of some electronic-publishing sponsors. Such "profit sharing" would violate terms of the AT&T antitrust consent decree, ANPA said. Audiotex services would consist of prerecorded information available through the local phone network.

• Joseph P. Rawley, co-publisher and general manager of The High Point (N.C.) Enterprise, has been elected chairman of the **International Press Telecommunications Council.**

• **FCC Commissioner James H. Quello**, whose current term expires June 30, has been nominated by President Reagan to a new, seven-year term.

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PT-06

Rights court may get licensing case

The Inter-American Commission on Human Rights has agreed to consider the case of an American journalist convicted of practicing journalism without a license in Costa Rica. A decision is expected in September, when the commission could also decide to refer the case to the Inter-American Court of Human Rights.

Although Costa Rica is one of only four Latin American countries that have accepted the jurisdiction of the court, the Stephen Schmidt case is being closely watched by media interests for the precedent-setting effect the decision could have on efforts to license journalists in other countries.

Schmidt, an American who worked as a reporter in Costa Rica for 10 years, was initially acquitted in a Costa Rican court of charges he violated a 1969 law requiring journalists to hold a journalism degree from the University of Costa Rica. The Costa Rican Supreme Court overturned the lower court decision almost a year ago, convicting and sentencing Schmidt, who holds a journalism degree from another Costa Rican university, to three months in prison for practicing journalism without a license [presstime, Oct. 1983, p. 18].

Schmidt has refused to agree not to work again as a reporter in Costa Rica, which would result in his sentence being suspended. When in Costa Rica, Schmidt wrote for two newspapers—in English for The Tico Times and in Spanish for La Nacion. He currently publishes an independent commodities newsletter in Dallas.

The 34-year-old reporter, whose case could be the first ever passed on to the court by the commission, claims that letting his conviction stand under Costa Rica's licensing law establishes a precedent in violation of the American Convention on Human Rights.

"For years other Latin countries have pointed to Costa Rica's law on journalists as justification for their own," he said.

In Costa Rica, the law operates by establishing a national union, the Colegio de Periodistas, which sets standards for journalists, including mandatory graduation from the University of Costa Rica. Newspapers can hire only journalists who are members of the government-sanctioned union.

Other countries currently restricting the right to practice journalism to members of "colegios" include Columbia, Venezuela, Haiti, Ecuador, Peru, Chile and Brazil. In addition to Schmidt's challenge in Costa Rica, similar laws are being questioned in the Dominican Republic and Panama.

Schmidt's attorney, Fernando Guier Esquivel, speaking through a translator, said in Washington after the May 15 commission hearing that Schmidt's case is a significant test of "compulsory unionization" of reporters, which is part of the "efforts afoot to spread (licensing) all over the continent."

Press organizations supporting Schmidt's case include ANPA, the American Society of Newspaper Editors, the Inter American Press Association, the International Federation of Newspaper Publishers, the World Press Freedom Committee and The Newspaper Guild.

In a letter to the commission's executive secretary, Dr. Edmundo Vargas Carreno, ANPA Executive Vice President Jerry W. Friedheim said, "to license the practice of journalism means that the practice of journalism may be denied. Such denial constitutes censorship and violates the fundamental right of free expression."

A strongly worded resolution passed at ASNE's May convention supports Schmidt's contention that the Costa Rican law violates the American Convention on Human Rights guaranteeing "freedom to seek, receive, and impart information and ideas of all kinds regardless of frontiers," and also the Universal Declaration of Human Rights.

Schmidt's case has received attention from newspapers in North as well as South America. "In a very real sense, the fate of free expression in the Americas is in the balance," said a May 5 editorial in The Wichita (Kan.) Eagle-Beacon.

The United States played a leading role in establishing the American Convention of Human Rights in 1978, but U.S. membership has not been approved by Congress. Seventeen nations are now parties to the convention, and four—Venezuela, Peru, Honduras and Costa Rica—have accepted the jurisdiction of the human rights court. —*Marcia Ruth*

Grenada ban draws fire at IAPA session

The Reagan administration's ban on press coverage of the U.S. invasion of Grenada has come under fire again, this time at the semi-annual meeting of the Inter American Press Association.

In cataloging threats to press freedom in the Western Hemisphere, IAPA said the ban "violated a basic principle of a free society and was contrary to the traditional role of the American press in covering U.S. military operations."

"The United States Government acted insensitively and unreasonably in prohibiting any press coverage during the early days of U.S. military operations in Grenada in October 1983," IAPA said.

Also during its April 9-12 meeting in Jamaica, IAPA's Freedom of the Press Committee singled out several countries in the Western Hemisphere as particularly dangerous for the press: Paraguay, where the publisher and a writer of the leading daily have been repeatedly imprisoned; Nicaragua, where the opposition paper La Prensa has been repeatedly subjected to censorship; and El Salvador, where two journalists were killed recently.

IAPA expressed concern over non-violent threats to press freedom as well, particularly government licensing of journalists. "These restrictions on the right to be a journalist are by no means confined to authoritarian governments but are also in force in countries with democratic governments," said the report.

Governments in the Americas also limit press freedom by "taxes and duties on newsprint and supplies, censorship, government pressure and threats to withold official advertising," the report said.

In addition to the traditional list of governmental restrictions on press freedoms, the organization cited an underlying danger—the mounting debt of Latin American and Caribbean countries. The debt, already $350 billion, creates poverty and political unrest, and this in turn threatens freedom of the press, said IAPA, which represents more than 1,000 newspapers in the Americas.

The group also passed resolutions asking governments to remove restrictions on the use of satellites for communications and criticizing Reagan administration efforts to limit the Freedom of Information Act. □

FIEJ names Neuharth first vice president at Paris meeting

The International Federation of Newspaper Publishers, or FIEJ, selected an American, Allen H. Neuharth, chairman and chief executive officer of Gannett Co. Inc., as first vice president at the organization's annual meeting in Paris May 21-23.

Gordon Linacre, chairman of the Yorkshire Post Newspapers Ltd. and chief executive of United Newspapers in Great Britain, was named president, replacing Belgian publisher Frans Vink, who had held the post for the past four years.

Five resolutions were passed at the 37th annual congress of FIEJ, which represents about 6,000 daily newspapers and newspaper publishers associations from 25 nations.

The resolutions said:

- Governments should not hinder the free access to or involvement of newspapers with electronic media.
- Governments should abolish existing consumer taxes on newspapers.
- UNESCO should promote the development of communications technology in Third World nations.
- Governments should not impose import duties on newsprint, and newspapers in the European Economic Community should have free choice in purchasing newsprint.
- FIEJ supports development of a pilot newsprint mill utilizing kenaf fiber rather than wood pulp.

French Senate debates press limitations

The French Senate in late May began debating a controversial press law that passed the National Assembly three months ago.

The legislation would limit the number of national and provincial papers a single individual or company could own, and it would have the immediate effect of breaking up the nation's largest newspaper group [presstime, April 1984, p. 47].

While the French government, currently controlled by the Socialist Party, defends the proposal as a way to ensure "pluralism" in the press, critics have attacked the measure as an excuse for the government to limit the influence of conservative newspaper owner Robert Hersant. The controversial publisher owns three national dailies and more than a dozen regional and local papers.

Development unit OKs $2 million for 3rd World communications

The International Program for the Development of Communications last month decided to spend $2.168 million on 42 projects in Third World countries in 1984-85.

Of the 29 new and 13 continuing projects approved for funding at the Paris meeting of the IPDC's governing council, 19 are regional and 23 national. The funding decisions show a trend toward more radio broadcasting, satellite development and audiovisual educational projects. Three quarters of the projects have training components.

Although a critic of IPDC operations in the past, the United States was "generally satisfied" with the results of these sessions, said William G. Harley, a state department communications consultant who led the U.S. delegation [presstime, Oct. 1983, p. 17].

The IPDC was established at the 1980 UNESCO General Conference to provide a forum to discuss the communications needs of Third World nations and to channel voluntary financial aid. Although it is one of 35 countries on the IPDC council, the United States does not contribute to the central fund but makes contributions to IPDC projects on a bilateral basis. The United States has pledged $1.4 million to IPDC projects dating back to 1982.

In addition to choice of projects, the United States was particularly pleased, said Harley, with the willingness of IPDC nations to adopt procedural changes aimed at tightening up both project applications and their evaluation once approved. Also for the first time, the proposed projects—worth a total of $8 million—were arranged in order of priority while the council agreed on the total amount of money to be spent, making it easier to limit the amount allocated.

IPDC council members showed a reluctance to fund requests made by other UN agencies, preferring to give to individual countries or regional press operations.

The largest amount awarded a single project ($100,000) went to the Pan African News Agency. The next largest went to the Asia-Pacific Institute for Broadcasting Development ($80,000) for a regional project already underway.

The largest existing projects in individual countries, two in Yemen and one in Mauritania, will receive $60,000 each. New projects approved for individual countries range from $70,000 for the development of rural newspapers in Bangladesh to $19,000 for a mass communications training center in Indonesia. Other countries with new funded projects are: Guyana, Bolivia, Tuvalu, Maldives, Mongolia, Tanzania, Uganda, Gambia, Sudan, Somalia, Kenya, Pakistan, Central African Republic, Ghana, Kiribati and Angola.

WORLD PRESS NOTES

- "In some respects **the Phillipine press** has regained much of its former stature as among the freest in Asia," concluded a five-member group sponsored by the Committee to Protect Journalists, American Committees for Human Rights and The Newspaper Guild that conducted a 10-day fact-finding tour in late April and early May.

  "There remain, however, significant restrictions to the full exercise of free expression," said the group, which included editors at The New York Times, The Boston Globe and Newsweek magazine.

- Less than a week after Haitian President Jean-Claude Duvalier announced in a Press Day speech that he would support freedom of the press, the government declared a **halt to all political activity and pamphleteering.** The action came a day after publication of a new weekly opposing the current regime.

- Legislation to give the **government sweeping power over the press** has passed the lower house of Maylasia's parliament and is set for consideration by the Senate.

  The measure would give the home affairs minister and other senior government officials power to stop publication of any material, both foreign and domestic, viewed as a threat to public or national interest.

- A new law gives the Nigerian government **power to close newspapers and radio and television stations** and to jail journalists for publishing stories judged to be false or to subject government officials to ridicule [presstime, April 1982, p. 8].

- Pennsylvania publisher Richard M. Scaife was **appointed to the bipartisan commission** that oversees the U.S. Information Agency.

ASNE outlines plans for minority hiring

The nation's leading newspaper editors have been admonished once again that minority employment in newsrooms is dismally low compared to minority population overall. "The newspaper industry remains largely segregated," concluded an annual study on the topic by the American Society of Newspaper Editors.

And once again, the ASNE leadership, at the society's largest-ever annual convention May 8-11 in Washington, D.C., vowed to do something about it.

The editors also addressed a wide range of other topics at their convention, including libel, newspapers' "image problem" and readers' emerging preference for a return to the "basics" of hard news as outlined in a new study by researcher Ruth Clark [presstime, May 1984, p. 52].

ASNE has heard similar reports on the minority-employment issue since 1978, when the organization established a goal of achieving minority newsroom representation by the year 2000 "equivalent to the percentage of minority persons within the national population." The minority percentage nationally is estimated to be about 17 percent.

In its annual study on newsroom minority employment, ASNE found that minorities—blacks, hispanics, American Indians and Asian-Americans—constituted about 5.8 percent of the professional newsroom work force in 1983, up fractionally from 5.6 percent a year earlier.

Loren F. Ghiglione, editor, publisher and president of The News in Southbridge, Mass., and chairman of the Minorities Committee, said his 34-member group has established a 10-point action program including plans to:

- Spearhead a newspaper-business "supercommittee" to attack the minority employment lag in all newspaper departments, not just editorial
- Hold a series of eight regional meetings on college campuses to unite minority journalists, editors and others who could play a part in boosting minority employment. The meetings will be funded with a $25,000 grant from the Gannett Foundation.
- Assemble a kit explaining how some newspapers have successfully recruited and hired minorities
- Evaluate existing minorities programs such as the "mini-sabbatical," in which minority journalism educators spend a summer at a daily newspaper
- Create a minority-issues "speakers bureau"
- Make a greater effort to help journalism schools increase the pool of minority members seeking newspaper work. ASNE Minority Affairs Coordinator Carl E. Morris has prepared the first of a twice-yearly listing of available minority journalism graduates. Morris also will prepare a list of minority members who have served as interns on large papers.
- Work to increase the number of minority employees being promoted into executive positions.

The bleakness of the minority employment situation was outlined in the society's annual report on the subject. Based on responses from 924 U.S. daily newspapers, it shows that 61 percent employ no minority journalists; 92 percent have no minorities in news executive positions; 95 percent of all copy editors are white; and 93 percent of all reporters, photographers and artists are white.

The number of minority journalists at the responding dailies increased by less than 100 last year to 2,862, according to the report. An estimated 49,600 news professionals are currently employed by the roughly 1,700 U.S. dailies.

Another ongoing concern of editors at the convention was the libel problem, examined in a session on "Newspapers and the Law" and re-emphasized just days later at the U.S. Supreme Court with a series of actions unfavorable to the press. (See story, p. 34.)

To counter the "image problem" of newspapers, new ASNE President Richard D. Smyser named a committee on "credibility." Smyser, editor of The Oak Ridger, Oak Ridge, Tenn., said the panel will try "to convince the public that what we do is not quite as arrogant and presumptuous" as many people might believe.

Outgoing ASNE President Creed C. Black said that while "newspapers are doing a better job today than ever before in this nation's history," they are "buffeted almost daily with new pronouncements of a crisis of public confidence."

Black, chairman and publisher of the Lexington (Ky.) Herald-Leader Co. blamed much of the problem on television news. He said TV news, which is "in no small part 'show biz,'" has dragged down the image of the "media," including newspapers.

ASNE President Smyser (left) jokes with Minority Coordinator Morris (center) and David Lawrence Jr. of Detroit Free Press.

In other matters at the convention, ASNE members defeated a proposal to expand membership to include top executives with a significant or ultimate responsibility for the newsroom but who have no previous newsroom experience. For example, an advertising executive named publisher with authority over all aspects of the newspaper is not eligible for ASNE membership. But the membership voted to keep existing bylaws language allowing membership for former "directing" editors who still have editorial responsibility.

Members also narrowly rejected a proposal to eliminate absentee voting for directorships.

The membership elected three new officers—in addition to President Smyser—and seven directors to its 16-member board. Robert P. Clark of Harte-Hanks Newspapers was elected vice president; Michael G. Gartner of The Des Moines Register, secretary; and Katherine Fanning of The Christian Science Monitor, treasurer.

A new twist to the ASNE Convention this year was that all the sessions were covered by C-Span, the cable-television network that covers primarily congressional and other government-related sessions. ASNE received letters from about two dozen viewers across the country, most of them commending the program that included Democratic presidential aspirants Jesse Jackson and Walter F. Mondale, Sen. Robert J. Dole and former President Richard M. Nixon.

ASNE Executive Director Lee Stinnett said registration of 624 members was a record. Next year's convention will be held April 9-12 at the same location, the Sheraton Washington.

—C. David Rambo

SEC: Winans had duty to disclose

Charges by the Securities and Exchange Commission against a fired Wall Street Journal reporter have raised concerns among some journalists and lawyers who see the SEC action as possibly overstepping First Amendment bounds.

The SEC charged R. Foster Winans, the former reporter, with fraud. It accused him of passing along sensitive financial information before it was published in the Journal. He allegedly was paid $31,000 for his tips.

Others charged following a commission investigation are a former Journal news clerk who lives with Winans, two former stock brokers and a New York attorney [presstime, May 1984, p. 54].

The SEC said Winans "misappropriated" confidential information obtained as part of his responsibilities in writing "Heard on the Street" columns, and it contends the reporter had an obligation to disclose to readers the fact that he had financial interests in securities about which he wrote.

"I think there's a very serious concern" about the SEC position on disclosure of reporters' personal financial interests, said James J. Mitchell, business editor of the San Jose (Calif.) Mercury News and president of the Society of American Business and Economic Writers. He said he understands the reasons for the SEC's actions, "but I think they're going too far. What they're suggesting (required disclosure) violates some of the basic principles of freedom of the press. . . . From a practical standpoint, it would have a severe impact on how journalists do their job."

John R. Finnegan, vice president/editor of the St. Paul Pioneer Press and Dispatch, also said he sees "some real First Amendment questions there. If they can do that in this case, in what other kinds of cases can they require (disclosure)?"

A newspaper "shouldn't be *required* to disclose" information, Finnegan said.

Robert Sack, a lawyer for Dow Jones & Co. Inc., which owns The Wall Street Journal, said the company believes what Winans and the other defendants "allegedly did, if proved, ought to be and probably is unlawful. And we think that the matter has been properly pursued by the SEC.

"We are concerned, however, by the commission's expansive theory that seeks to base securities law violations on an alleged breach of duty to a reporter's readers rather than to his or her employer."

Sack said that this "theory" should be subjected to "careful scrutiny to assure that its adoption wouldn't conflict either with the ordinary, responsible operations of the business and financial press or with rights guaranteed under the Constitution."

He added, "Imposing on journalists an ill-defined 'duty to disclose' to their readers could lead to endless litigation and a constitutionally unacceptable judicial role in deciding what a newspaper should or must publish."

The Reporters Committee for Freedom of the Press said it was similarly concerned and in late May was considering legal intervention into the Winans case.

Winans said through an attorney that much of his conduct over previous months at the Journal was "wrong. Whether by my action I have violated the federal securities laws is a matter my attorneys will address in court. Whatever that outcome, I stand in judgment of myself as having violated fundamental tenets of my profession and moral principles." □

Report to Pentagon said to call for more access to military action

The Pentagon should make greater efforts to provide media access to future military operations, but reporters who break security guidelines should be barred from further coverage. That is one of the recommendations contained in the report that a media-military panel forwarded to the chairman of the Joint Chiefs of Staff, according to The Washington Post, which said it had obtained a copy.

The report, prepared by the so-called Sidle panel, also urges establishment of a standing pool of experienced reporters who could be ready on a moment's notice to accompany troops in future military actions, the Post said in a news story.

Members of the pool, perhaps staffed on a rotating basis, could be dispatched without knowing their destination, the story added. Such a pool of Pentagon reporters would further the panel's goal, announced earlier, of allowing news coverage of military actions "to the maximum degree possible consistent with mission security and the safety of U.S. forces."

The Pentagon might consider holding "exercises" with its pool of journalists, with reporters not knowing whether they were being dispatched to a real war zone or a war game, the Post said.

Gen. John W. Vessey, chairman of the Joint Chiefs, appointed the panel, headed by retired Army Maj. Gen. Winant Sidle, to study military-media relations following media protests of the Pentagon's two-day delay in allowing reporters to visit the scene of the Grenadian invasion last October [presstime, March 1984, p. 32].

The Sidle panel's report was submitted April 30 to Vessey. He did not release it, but the Post published a story about its contents May 10.

The 17-page report affirms the importance of news coverage of military operations whenever possible but says specific rules for coverage must be set case-by-case, the story said. The report did not comment on the furor over press controls imposed during the invasion of Grenada.

"However, we do feel that had our recommendations been 'in place' and fully considered at the time of Grenada, there might have been no need to create our panel," Sidle wrote in a cover letter that the Post also quoted.

After reviewing the recommendations, Vessey is to transmit them to Secretary of Defense Caspar W. Weinberger, who will make any decisions based on them.

Earlier, it was reported that Weinberger had assembled his own panel of journalists and authors to advise him on media matters.

The Weinberger advisory group includes William Beecher, diplomatic correspondent of The Boston Globe and former deputy assistant secretary of defense for public affairs; Edward T. (Eddie) Adams, Pulitzer Prize-winning free-lance photographer who covered wars for the Associated Press; Robert L. Sherrod, war correspondent for Time and Life magazines from 1935 to 1952; authors Theodore H. White and James A. Michener; NBC Pentagon correspondent Jack Reynolds; former CBS correspondents Walter Cronkite and Eric Sevareid; and former CBS News President Fred W. Friendly □

1,300 dailies set for SAUs

With the expanded Standard Advertising Unit system scheduled to go into effect July 1, last minute preparations by newspapers and newspaper-related businesses are underway.

The Newspaper Advertising Bureau said May 18 that about 1,300 daily newspapers in the United States will be in conformance with the voluntary system as of the implementation date.

The main parts of the voluntary system are a column width of 2 1/16 inches, a six-column advertising format for broadsheet newspapers, a set of 57 SAU™ units, and the inch as the unit of measure for the depth of newspaper advertising. In addition, newspapers are being asked to adopt a standard rate card format and a standard list of elements for advertising invoices.

The overall goal is to make it easier for advertisers to conceive and carry out multi-market ad campaigns in newspapers.

"We are looking forward to it," said Harris Emmerson, advertising director for The Birmingham News and Birmingham Post-Herald. Emmerson said he has not received any adverse reaction from advertisers who were informed in late April of the upcoming change of format from nine-column to six-column.

For more than a year, newspapers have been advised repeatedly to plan carefully for the conversion to the SAU system.

But even the best-laid plans can go awry.

At the Alton (Ill.) Telegraph, for example, people hired to modify the presses to accommodate a narrower newsprint web arrived before the newspaper had exhausted its supply of wide newsprint.

What do you do with two carloads of 58-inch-wide newsprint after your presses have been adjusted to print 55 inches wide? Finding there was no market for the wider paper, the Telegraph decided to use it up.

For parts of April and May, the newspaper appeared with a blank strip down the side. Reaction varied from one reader who wanted to know when the newspaper was going to start filling the empty "column," to another who said he liked the strip because it allowed him to hold the paper without getting ink on his hands. Editor and Publisher Stephen A. Cousley said simply: "It was a mess."

Charles M. Kinsolving Jr., NAB's vice president marketing/new technology, said he expects a "glitch-filled summer." This may be particularly true, he said, for papers that have not established new column-inch prices for all of their advertising units, and for those that have not rewritten all affected computer programs.

Problems also may develop, Kinsolving added, when a newspaper picks up display advertising for its classified pages from other parts of the paper. Classified advertising is not part of the SAU system.

At least one newspaper already has found a way to solve that problem. The Yuma (Ariz.) Daily Sun changed its classified pages from nine columns to six columns last September, three months after the rest of the newspaper converted to SAUs. It also increased the size of the type used for its classifieds from 8 point to 9 point. The result, according to Classified Advertising Coordinator Roseanne Lindgren, is a page that "looks more open" and ads that are easier to read.

Although newspapers were advised to make the format changes at any time, they were asked not to start billing national advertisers by the inch until July 1.

Standard Rate & Data Service Inc. has been "just innundated" at the 11th hour with information from papers that want to publicize their new "per inch" advertising rate, reported SRDS Editor Otis Kirchhoefer. He expects the June 12 edition of the monthly "Newspaper Rates and Data" to have inch rates for about 1,100 newspapers.

A common question from advertising agencies is how billing is going to be handled by newspapers that decide not to adopt the SAU format, but that will accept advertising in SAU units.

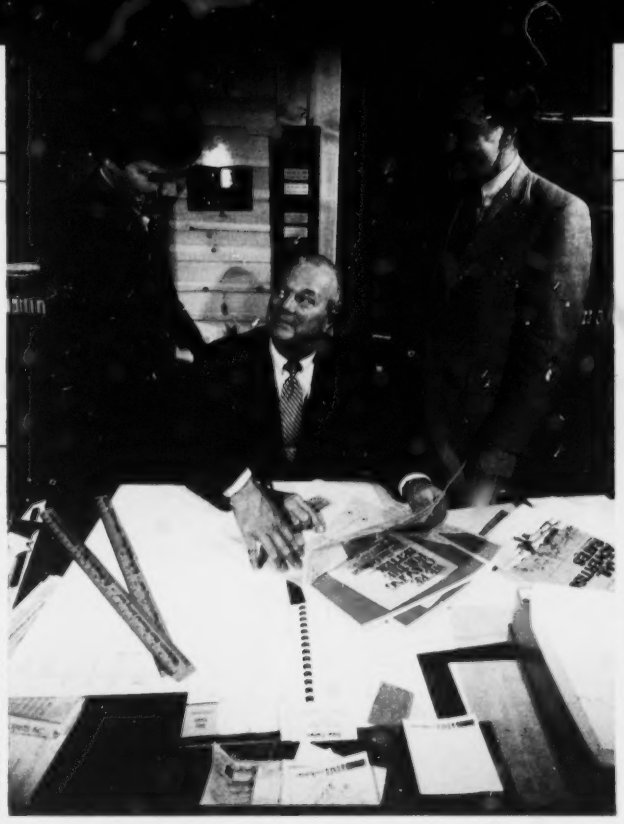
Thurman R. Pierce Jr., chairman of the Subcommittee on Newspaper Formats of the American Association of Advertising Agencies, said he has been told by eight- and nine-column newspapers that they will establish an "SAU inch" rate as well as an inch rate that corresponds to their particular column format.

However, two of the nation's largest tabloid papers, the Daily News of New York and Newsday of Long Island, N.Y., have decided not to establish a separate SAU-inch rate.

Because of the short cutoff of their presses, these newspapers have a particular problem adopting the system. They will accept more than half of the 57 SAU units; some of the units will "float" in the newspapers' six-column format, and advertisers will pay for that unoccupied space. They will establish prices for each of the SAU units they will accept, and establish a separate inch rate for all other ads based on their column width of 1 1/2 inches.

Changing from the traditional agate line measurement to inches affects not only rates but also calculations of the amount of advertising sold. After getting approval from its newspaper subscribers on a formula for converting lines into inches, Media Records Inc., which keeps track of the volume of advertising in major market dailies, said it will issue all reports in "SAU inches" beginning Jan. 1, 1985. The new procedure will apply to preprinted advertising inserts and classified ads as well as run-of-paper display ads.

The adjustments being made by newspapers to conform to the SAU system are no laughing matter. When the Sarasota (Fla.) Herald-Tribune narrowed its page



Bernard Truscale, Birmingham News

Birmingham News ad salesman William Q. Denson (left) reviews switch to six-column format with William Demaray (seated) and Owen Lawless, owners of Jones Lawless, a men's clothing store.

image width from 13 and 3/4 inches to 13 inches May 1, it also had to shrink photographically its camera-ready comics, noted Assistant Managing Editor Diane H. McFarlin. That requirement will end July 1, however.

That's because the Board of Directors of the Newspaper Features Council (formerly the Newspaper Comics Council) voted May 7 to recommend standard sizes for newspaper comics to fit the SAU system. The recommendations are that comic strips be 6 7/16 inches (38.6 picas) wide, that comic panels be 3 1/8 inches (19 picas) wide and that syndicates begin providing the features in these sizes effective July 1.

At least one editor, Stewart E. Huffman of The Republic in Columbus, Ind., had complained to the council that because of SAUs, the comics were becoming too small (presstime, May 1984, p. 80).

But not all features are shrinking. For example, Los Angeles Times Syndicate's "Love is. . ." will be enlarged to fit the new one-column SAU measure.

—Margaret Genovese

Simmons, Scarborough merge syndicated research

As newspapers make final preparations for launching the expanded Standard Advertising Unit system on July 1, other actions are under way with the same goal of making it easier for advertisers and their agencies to place their ads in newspapers.

In a move that once appeared as unlikely as a joint venture by Macy's and Gimbels, Simmons Market Research Bureau and Scarborough Research Corp. have formed a single company—Simmons-Scarborough Syndicated Research Associates—to continue the syndicated research documenting the effectiveness and reach of newspaper advertising that the firms produced separately in 1983.

The existence of two studies had caused confusion as newspapers began to present the survey results to ad agencies (presstime, April 1984, p. 54). Duplication of effort was also proving expensive. Some newspapers in the top 50 markets surveyed and some of the more than 100 agencies using the data purchased both studies, while others used only one.

"The (newspaper) industry had repeatedly asked for (a single survey)," said Scarborough President Harold Israel in explaining the merged effort. "Now we can put our energy into selling the study to advertising agencies," said Peter A. Bonanni, president of Simmons' media studies division.

Meanwhile, a New York advertising agency, Doyle Dane Bernbach, unveiled a new computerized program designed to drastically reduce the time required to plan and buy newspaper advertising in multiple markets.

Developed in conjunction with Knight-Ridder Newspaper Sales Inc. and Story & Kelly-Smith Inc., the system will be made available to agencies, advertisers and newspapers through the four major time-sharing companies now offering Simmons and Scarborough's syndicated research data—Windsor Systems, Telmar Systems and Interactive Market Systems of New York, and Management Science Associates of Pittsburgh.

According to Seymour Goldis, DDB's senior vice president and director of media services, a trial run of the system cut the time required to produce a media plan in 38 markets from an estimated 35 hours to under three hours. "This is a dramatic step when you can reduce planning time 90 percent," said Goldis.

With the time savings, says Goldis, newspapers can easily provide the specific information on product movement and readership patterns that can influence agencies to place ads in newspapers instead of in other media.

Both the Simmons and Scarborough studies and the DDB database include newspapers in the top 50 markets, and all are considering expansion to include smaller markets later.

The first syndicated research project by Simmons-Scarborough Syndicated Research Associates will begin in the fall of 1984, with reports anticipated by the spring of 1985. President of the new company is John Polich, former group marketing director for regional newspapers of The New York Times Co. Except for the newspaper studies done by the new company, Simmons and Scarborough will continue to operate as competing firms. □

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MPS has the new 13" SAU™ grid sheets in stock for immediate delivery. Now available are broadsheet grids for 6 columns, for 6 and 8 columns and for 6 and 9 columns. A matching 5 column tabloid sheet is also ruled with the new SAU™ column sizes. In addition 5 sizes are in stock for make-up of ads less than full page sizes.
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A peek into the future

BY CRAIG C. STANDEN

Craig C. Standen

One of the most interesting research projects the Newspaper Advertising Bureau has ever undertaken has been turned into a fascinating presentation titled "The Future of Advertising."

The presentation is based on a "Delphi-type" study conducted last fall under the leadership of Leo Bogart, the bureau's executive vice president and general manager. According to Bogart and the more than 250 leading advertising professionals who took part in the study, there are a number of major developments that we can expect to see in the advertising business in the next 26 years—between now and the year 2010.

Here are some of them.

• *More ads will be clamoring to be seen and heard.* In fact, the number of ads printed and broadcast is expected to double by 1997. One reason is that the 15-second television commercial is expected to replace the 30-second commercial, just as the "30" replaced the "60" in the 1960s.

This change should create a genuine opportunity for newspapers: Doubling ad messages on TV means doubling ad clutter by jamming twice as many messages into the same time period, but doubling ad messages in the newspaper is most likely to mean a larger newspaper and a larger newshole. In other words, TV and radio will be giving their audiences *less* for their money; we will be giving our readers *more* for their money.

• *There will be more competition for the public's time.* Within the next 10 years, the new technologies and their media outlets—cable TV, videotex, VCRs and video games—will cut at least 10 percent from the time people spend with present communications media, say the respondents. They expect this will almost certainly mean a further reduction of the networks' share of the prime time television audience—perhaps from today's 78 percent to 40 percent by the end of the century.

• *Newspaper color will be widespread.* In fact, a large majority of the panel of advertising executives believes that within the next dozen years almost all daily newspapers will offer high-quality ROP color every day. This belief is in part a tribute to the advances newspapers have made in color reproduction in the past decade. But in a way it is also a warning—a warning that our customers expect us to continue to improve both the quality of our product and the movement toward standardization.

It may well be that the next great step forward in the business of marketing newspapers to both advertisers and readers will be in the area of higher quality and universally available color. It certainly seems to be an idea whose time is about to come.

• *Advertising will be increasingly targeted to specific consumers.* The panel expects that by 1997, the number of specialized media vehicles aimed at narrowly defined, well-targeted markets will double. Indeed, most of the panel believes that one-third of all national advertising will be targeted to achieve immediate sales response, rather than to build brand image.

For newspapers, this seems to be a "bad news, good news" prediction: The bad news is that the targeted media will be able to deliver audiences with a higher percentage of prospects than will newspapers; the good news is that these specialized media will be more expensive, and that newspapers have the demonstrated ability to deliver immediate sales response. The "kicker" may be that newspapers will also pick up lots of added prospects (and purchasers) who just can't be reached by the sharply targeted media. In other words, newspapers may turn out to be less efficient—but more effective and more profitable—for the target-oriented advertiser.

• *The information content of advertising will increase sharply.* The consumer is increasingly a person who wants to *know*. Today 21 percent of those in their late 20s are college graduates. By 2000, says the Bureau's panel of advertising executives, this proportion will double. The panel also believes strongly that advertising will *have* to contain more information in order to be read, believed and acted upon.

This should definitely help the print media; even a five-minute commercial can't convey as much information as a quarter-page newspaper ad.

These are just a few of the many ideas contained in "The Future of Advertising." We used this presentation as the centerpiece of our recent "Newspaper Day" program for agency and advertiser executives in New York City. You might find it equally useful in putting on a program for your major advertisers, or for use when you are invited to be part of a program with other media advertisers.

A member version of "The Future of Advertising" will be available soon. To order in advance call Hal Licker at (212) 704-4571. Or if you'd like to arrange for Leo Bogart to make the presentation to an audience in your market, why not write him at our new address, 1180 Avenue of the Americas, New York, N.Y. 10036, or call him at his new direct-dial number, (212) 704-4525. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Game nears end for Camel Scoreboard

The controversial Camel Scoreboard, which printed sports scores within a cigarette ad, will be discontinued as of July 1.

This action by newspapers' largest advertiser, R. J. Reynolds Industries Inc., is the "result of changes in marketing strategy" said Nat Walker, the firm's public affairs manager for print media.

The scoreboard, first proposed in 1981, was rejected by many newspapers approached by the tobacco company as an inappropriate combination of advertising and editorial material. About 100, primarily small and middle-size, newspapers ran the agate-line sports scores surrounded by a border resembling a pack of Camel cigarettes (presstime, Nov. 1981, p. 36).

Overall, Reynolds in 1984 is running about the same amount of newspaper ads as in 1983, but the ads are smaller this year, said Walker.

"The only major shift Reynolds has made recently was two or three years ago when it upped newspaper spending rather significantly in order to get more local market impact," he said. "What is happening now is to some degree a readjustment of that." □

In material handling...

One name stands for excellence

is B. Webb Company

bb Drive Farmington Hills, Michigan 48018 313-553-1220

SEE US AT BOOTH 1932

Deadline nears for proposed sale of Conrail

The U.S. Department of Transportation has set a deadline of June 18 for any new offers to purchase Conrail from the government.

The action came after Alleghany Corp. made an offer it valued at $1 billion for the Northeastern carrier. To date, the only other firm bid for the railroad has been made by a consortium of Conrail labor unions.

The other four primary parties that have expressed an interest in acquiring Conrail are the Chicago and North Western Transportation Co., CSX Corp., Norfolk Southern Corp. and the Bass brothers, who are wealthy Texas investors [presstime, Feb. 1984, p. 49].

DOT has said that an acceptable offer must leave the railroad in strong financial condition, preserve service to the states and shippers served by Conrail, and provide a maximum return to the taxpayer.

Conrail reported a net income of $90.9 million for the first three months of 1984, the railroad's best first-quarter performance in its eight-year history. For the same period last year, net income was $12.6 million. Carloadings increased 11.5 percent over the comparable period in 1983.

Contract expiring for longshoremen on West Coast

The three-year contract between the Pacific Maritime Association and the International Longshoremen's and Warehousemen's Union expires July 1, and negotiations on a new contract are under way. The contract covers nearly 10,000 longshoremen, clerks and foremen on the West Coast.

Meanwhile, British Columbia's 2,400 longshoremen have voted for a 12-month extension to their existing three-year contract, which had been due to expire Nov. 8. ILWU members there approved a modest wage offer from the British Columbian Maritime Employers Association. However, the province's towboat industry now faces the prospect of a strike. Some 1,900 seagoing members of the guild, the Canadian Brotherhood of Railway Transport and General Workers, and the Seafarers International Union have been without a contract with the towboat companies since last Sept. 30.

UN agency approves funding of kenaf project in Pakistan

The United Nations Development Programme has awarded a $31,000 contract to Kenaf International to conduct kenaf-growing tests in Pakistan.

Based on those tests, the UNDP and the Pakistani government could authorize a study of the feasibility of using kenaf as a source of fiber for papermaking in that country, said KI Chairman Jerry K. Stanners, who also is chief executive officer of The Bakersfield Californian.

The growing trials are timely, said KI General Manager Charles Taylor, because the Pakistani government is considering building a newsprint mill but is concerned about the availability of raw material.

Kenaf, an annual plant that grows well in tropical or subtropical climes—with stalks typically growing to 12 feet in height—produces a jute-like fiber that has been used for making rope, canvas and sacking. Recent research has focused on kenaf as a source of fiber for carpet-backing yarn or newsprint.

Kenaf International, a company formed in 1982 to study the technical feasibility of using kenaf as a raw material in paper production, recently reorganized [presstime, April 1982, p. 57]. Pulling out of the venture was Soil and Land Use Technology Inc. of Columbia, Md., the company that conducted a 1980-82 study for ANPA on the economic feasibility of producing newsprint from kenaf.

SaLUT President Arthur A. Theisen cited financial reasons for ending involvement in KI.

However, Taylor, a former SaLUT employee, acquired a 15-percent interest in Kenaf International. The remaining 85 percent is equally split between the Californian and Agrifuture Inc., also of Bakersfield.

Common market urged to lift newsprint ceiling

The European Parliament has urged the European Economic Community to raise the limit on duty-free newsprint that can be imported into EEC countries above the current ceiling of 500,000 tons.

The parliament, a primarily advisory body representing about a dozen nations, passed a resolution to that effect April 18 in deliberations in Brussels.

Late last year, the EEC (or Common Market) imposed that ceiling for 1984. The Canadian newsprint manufacturers and government have vehemently opposed the limit, claiming it violates the General Agreement on Tariffs and Trade to which both sides are a party. Canada exports about 700,000 tons of newsprint to EEC countries each year [presstime, Feb. 1984, p. 45].

A Canadian Pulp and Paper Association official, while praising the European Parliament's resolution, pointed out that the Parliament has more of a "moral influence" than actual political clout.

The pulp and paper association official said a panel has been selected to arbitrate the dispute, but no hearing dates have been set.

NEWSPRINT NOTES

• Georgia-Pacific Corp. will acquire **an 8.5-percent stake in St. Regis Corp.** from Loews Corp. In addition, Georgia-Pacific agreed to buy some of St. Regis' forest-products assets in a transaction valued at $342.5 million. No newsprint mills are included in the sell-off.

• Boise Cascade Corp. and Sonat Inc., an energy company, **ended their joint venture** at DeRidder, La., known as Boise Southern Co. Boise Cascade will assume ownership of all forest-products manufacturing operations currently held by the joint venture. The DeRidder operation includes manufacture of newsprint and other paper products.

• British Columbia Forest Products Ltd. **decided not to proceed** with building a mill near Whitecourt, Alberta, because of cost. The company had considered both a newsprint mill and a softwood kraft pulp mill for the site [presstime, Nov. 1983, p. 37].

• Daishowa Paper Mfg. Co. plans to restudy the possibility of **adding a paper machine** at its Quesnel River, B.C., mill to produce newsprint or some other grade of paper for export to Japan. The mill is jointly owned by the Japanese company and West Fraser Timber Co. Ltd. [presstime, Jan. 1983, p. 44].

April consumption rises 11.1 percent

The estimated newsprint consumption of all U.S. users in April increased 11.1 percent over April 1983. There were five Sundays in April this year, which would account for about 3 percent of the increase.

During the first four months of 1984, consumption by all users was 9.8-percent above year-earlier levels.

For U.S. daily newspapers, consumption rose 8.4 percent in April and 6.3 percent in the four-month period.

At the end of April, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 39 days, down from 41 days a year earlier. Stocks of North American mills the end of April were about 20-percent below April 1983 levels.

The April operating rate for Canadian mills was 89 percent. At U.S. mills, it was 95.1 percent.

Shipments from Canadian mills for the first four months of the year were up 4.8 percent over the same period in 1983. Canadian shipments to the United States increased 5.9 percent, although exports elsewhere decreased 5.9 percent. Shipments within Canada increased 12.6 percent. Domestic shipments from U.S. mills were up 16.4 percent during the same period, and U.S. exports of newsprint increased 5.8 percent.

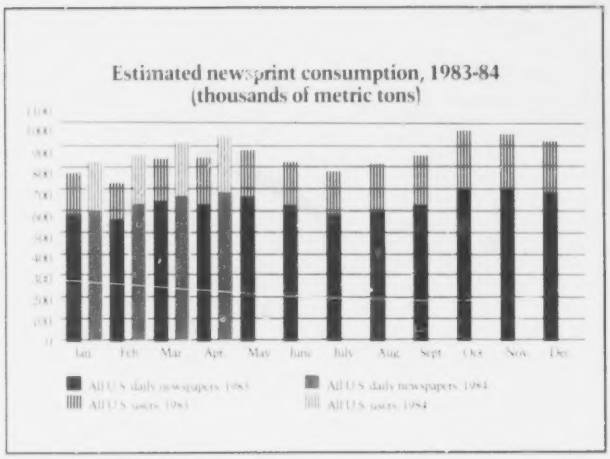
Shipments from all North American mills combined were up 9 percent for the first four months. North American shipments for April increased 6.4 percent compared with a year ago.

Estimated consumption of all U.S. daily newspapers[1]

Region	March 1984	March 1983	% Change
Northeast	168,955	163,791	+3.2
North Central	144,831	143,804	+0.7
South	229,788	216,684	+6.0
West	155,825	144,797	+7.6
Circulation size			
up to 25,000	46,397	57,726	-19.6
25,001-100,000	123,747	127,779	-3.2
Over 100,000	529,255	483,571	+9.4
March totals	699,399(r)	669,076	+4.5(r)
Three-month totals	1,970,862(r)	1,867,979	+5.5(r)
Region	**April 1984**	**April 1983**	**% Change**
Northeast	170,096	159,008	+7.0
North Central	148,969	141,015	+5.6
South	227,008	206,660	+9.8
West	159,095	143,905	+10.6
Circulation size			
up to 25,000	47,281	52,154	-9.3
25,001-100,000	122,348	124,196	-1.5
Over 100,000	535,539	474,238	+12.9
April totals	705,168(p)	650,588	+8.4(p)
Four-month totals	2,676,030(p)	2,518,567	+6.3(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
February 1984	808,210	36	6
February 1983	822,869	40	6
March 1984	777,550(r)	34	5
March 1983	804,829	40	5
April 1984	766,383(p)	33(p)	6(p)
April 1983	780,015	36	5
Canadian mills			
April 1984	365,386	--	--
April 1983	373,943	--	--
U.S. mills			
April 1984	64,543	--	--
April 1983	161,088	--	--



Estimated consumption of all U.S. users

	1984	1983	% Change
February totals	880,000(r)	764,000	+15.2(r)
March totals	946,000(r)	875,000	+8.1(r)
April totals	977,000(p)	879,000	+11.1(p)
Four-month totals	3,650,000(p)	3,323,000	+9.8(p)

Production

	Canada	U.S.A.	North America
April 1984	737,464	421,574	1,159,038
April 1983	694,855	363,493	1,058,348
Increase	+42,609	+58,081	+100,690
	+6.1%	+16.0%	+9.5%
Four months 1984	2,781,729	1,682,533	4,464,312
Four months 1983	2,713,571	1,550,795	4,264,366
Increase	+68,208	+131,738	+199,946
	+2.5%	+8.5%	+4.7%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
April 1984	515,799	90,367	94,862	701,028
April 1983	510,402	83,299	116,164	709,865
Four months 1984	1,983,861	339,151	396,364	2,719,376
Four months 1983	1,873,399	301,303	421,226	2,595,928
Increase or decrease	+110,462	+37,848	-24,862	+123,448
	+5.9%	+12.6%	-5.9%	+4.8%
From U.S. mills				
April 1984	417,703	----	21,153	438,856
April 1983	340,970	----	20,852	361,822
Four months 1984	1,638,703	----	79,993	1,718,696
Four months 1983	1,400,532	----	75,584	1,476,116
Increase	+238,171	----	+4,409	+242,580
	+17.0%	----	+5.8%	+16.4%
From North American mills				
April 1984	933,502	90,367	116,015	1,139,884
April 1983	851,372	83,299	137,016	1,071,687
Four months 1984	3,622,564	339,151	476,357	4,438,072
Four months 1983	3,273,931	301,303	496,810	4,072,044
Increase or decrease	+348,633	+37,848	-20,453	+366,028
	+10.6%	+12.6%	-4.1%	+9.0%

[1]Based on statistical data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample.
(r) = revised (p) = preliminary

Atlanta show all set to go

IMPACT '84—Issues and Answers, the 56th annual ANPA Operations Management Conference & Exposition, starts its five-day run June 9 at the Georgia World Congress Center in Atlanta.

Attendance is expected to exceed the 10,524 at the 1983 Conference & Exposition, according to ANPA Director/Technical Services Peter P. Romano.

Romano, who serves as director of the dual event, said this year's Exposition will be "bigger than ever," with net square footage and the number of exhibitors both setting records [presstime, May 1984, p. 60].

The Conference will consist of three general sessions and six symposiums.

The general sessions will focus on distribution issues such as postal-rate matters, marriage mail, subscriber/non-subscriber lists and insertion of preprints; color reproduction and product quality; and efficient use of electronic prepress systems, pagination equipment, presses, personal computers and telephone systems.

The symposiums will address issues involving color quality, environmental concerns, electronic publishing, press options, newsroom functions and personal computers.

The program was put together by the Conference & Exposition Arrangements Committee headed by Kenneth C. Bronson of Stauffer Communications Inc., Topeka, Kan.

All general sessions will be held in the auditorium, Level 3 in the East Concourse. The June 11 general session will be an all-morning affair, from 9 a.m. to 12:30 p.m., while the June 12 and 13 general sessions will be from 9 to 10:35 a.m. The symposiums will be Tuesday and Wednesday from 10:45 a.m. to 12:30 p.m. in Rooms 214 and 215 on Level 2.

The equipment exhibits, all on Level 1 of the center, will be open from 11 a.m. to 6 p.m. June 9 and 10, and from noon to 6 p.m. June 11-13.

A 15-minute presentation on The Newspaper Center's consolidated facilities in Reston, Va., will precede the general sessions in the auditorium on Monday and Tuesday.

About 218 companies will display their wares in booths that will cover 235,000 square feet. [See list, p. 54.]

A $25 registration fee covers admission to all sessions and the exhibition. There is no preregistration. The registration desks

Program for 56th ANPA Operations Management Conference & Exposition

Monday, June 11

ANPA Slide Presentation, 8:45 a.m.-9 a.m.

General Session 9 a.m. to 12:30 p.m.

Chairman: **Kenneth C. Bronson,** vice president, Affiliated Newspapers, Stauffer Communications Inc., Topeka, Kan.

Welcoming Address: Charles E. Glover, president, Cox Enterprises Inc., Atlanta

Address by the ANPA Chairman and President, Richard J.V. Johnson, president, Houston Chronicle

Theme: **Distribution**

Issues

Where We Stand Now, Otto Silha, chairman of the board, Cowles Media Co., Minneapolis

The Post Office Point of View, Postmaster General William F. Bolger, U.S. Postal Service, Washington

Advo Marriage Mail, Jack Valentine, president, Advo-System Inc., Hartford, Conn.

A Major Retailer's Wants and Needs, Richard Trea, market media manager, J.C. Penney Co., New York

Answers

Strategic Packaging and Pricing, Jerome S. Tilis, senior vice president, Philadelphia Inquirer and Daily News

Combatting the Marriage Mailer, Richard J. Kaspar, vice president and general manager, The Columbus [Ga.] Ledger and Enquirer

Putting Research to Work for You, B. Stuart Tolley, vice president and director of research, Newspaper Advertising Bureau, New York

Setting Up and Maintaining Subscriber/Non-subscriber Lists, Lindsey Wulff, director of information systems and telecomputing, Lee Enterprises Inc., Davenport, Iowa

On-Line Inserting, Joe Hladky III, president and publisher, The Gazette Co., Cedar Rapids, Iowa

Off-Line Inserting, Robert L. Moyer, vice president/operations, Small Newspapers, Kankakee, Ill.

Tuesday, June 12

ANPA Slide Presentation, 8:45 a.m.-9 a.m.

General Session 9 a.m. to 10:35 a.m.

Chairman: **Joseph M. Ungaro,** president and general manager, Westchester Rockland Newspapers, White Plains, N.Y.

Presentations: Editor & Publisher Exposition Awards, Kodak World's Best Color Award

Theme: **Color and Product Quality**

Issues

Our Color World, Dr. Robert Chestnut, research director, Advertising Research Foundation, New York

Color in Newspapers From the Agency Point of View, Stephen C. Kopcha, executive creative director, D'Arcy MacManus Masius, Bloomfield Hills, Mich.

Answers

An Editor's Perspective, David Lawrence Jr., vice president and executive editor, Detroit Free Press

An Advertising Director's Perspective, Dennis Berry, advertising director, Atlanta Journal and Constitution

A Publisher's Perspective, Harold Lifvendahl, president, publisher and chief executive officer, The Orlando Sentinel

The Production and Operations Perspective, Charles R. Blevins, vice president/production, Gannett Co. Inc., Rosslyn, Va., and **Stan Richmond,** vice president/systems and engineering newspaper operations, Harte-Hanks Communications Inc., San Antonio

Three Concurrent Symposia—10:45 a.m. to 12:30 p.m.

• Symposium I: Color—A Systems Approach

Chairman: **Norman P. Dusseault,** operations manager, Times Publishing Co., St. Petersburg

Panelists: **Michael F. Foley,** managing editor, St. Petersburg Times, **William Howard,** color lab supervisor, St. Petersburg Times, **Walter D. George,** vice president/production, The Press Democrat, Santa Rosa, Calif., **Michael Bella,** vice president/production director, The Times Journal Co., Springfield, Va.

Kenneth C. Bronson

William F. Bolger

Jack Valentine

Joseph M. Ungaro

Claudia James

Harry Newton

at the center will be open June 9 and 10 from 10 a.m. to 6 p.m. and June 11-13 from 8 a.m. to 6 p.m.

Room commitments have been made by 13 major hotels, including the Atlanta Hilton and the Hyatt Regency, the co-headquarters hotels.

ANPA will provide complimentary shuttle bus service to the center from all of these hotels except the Omni International, located adjacent to the center. Buses will operate at 15-minute intervals from 10 a.m. to 6:30 p.m. June 9 and 10, and from 8 a.m. to 6:30 p.m. June 11-13.

Hertz, the official car-rental company, is offering attendees substantial car-rental discounts. Give the code number CP-93039 when reserving and picking up a Hertz car.

Taxi service from the airport to the hotels, a distance of about 11.3 miles, is based on a flat rate of $13.50 for one passenger, $14 for two and $15 for three or more. Airport bus service to downtown hotels is $5.25 one way and $9.50 round trip.

Production Management Associates will offer an entertainment program for spouses and guests, including a hospitality suite. On-site registration for associates will be in Room 210, East Concourse on Level 2, from 10 a.m. to 6 p.m. June 9 and 10, and from 8 a.m. to 6 p.m. June 11-13.

ANPA will again provide a program guide and exhibitors' directory. □

• Symposium II: Environmental Issues

Chairman: **Howard R. Brown,** medical director, The New York Times Co.

Environmental Problems—They Won't Go Away, Howard R. Brown

Health Care Costs—Pay Now or Pay Later, Wayne O. Buck, medical director, Los Angeles Times

Update on VDT Legislation, Claudia James, ANPA counsel

Newspapers' Waste Problems—How to Handle Them, Richard Neergaard, ANPA assistant environmental coordinator

• Symposium III: Electronic Publishing

Chairman: **Uzal Martz Jr.,** president, J.H. Zerbey Newspapers Inc., and publisher, Pottsville (Pa.) Republican

Today's Market: An Overview for the User, James Sobezak, vice president/telecommunications, Bank of America, San Francisco

The Phone Room: How to Get More Value From Your Telephone System, Robert A. Fusie, general manager, Quad-City Times, Davenport, Iowa

Paging Systems: How to Improve Distribution, John Friedman, circulation services director, Philadelphia Inquirer and Daily News

Teleconferencing: Audio, Video and Computer Networking Alternatives, Charlton R. Price, senior consultant, Lawrence-Leiter and Co., Kansas City, Mo.

Making It Work: Managing Your Telecommunications System, Shirley Conover, vice president/director of communications services, Chicago Tribune

Wednesday, June 13

General Session 9 a.m. to 10:35 a.m.

Chairman: **Larry Strutton,** vice president/operations, Los Angeles Times

Theme: **Efficiencies**

Issues

Electronic Systems: Status or Status Quo, John Seybold, publisher, Seybold Publications Inc., Media, Pa.

Press Decisions, Ralph Roth, vice president/production, Knight-Ridder Newspapers Inc., Miami

Pagination: CPU to Plate/Film, Charles J. Gallagher, production director, The Observer-Dispatch, Utica, N.Y.

Personal Computers—Networking, James Longson, director of technology development, Chicago Tribune

Telephone Systems and Communications, Harry Newton, president, Telcom Library, New York

Three Concurrent Symposia—10:45 a.m. to 12:30 p.m.

Answers

• Symposium I: Press Decisions

Chairman: **Ralph E. Eary,** director of production, Scripps-Howard Newspapers, Cincinnati

Direct Lithography—Milwaukee Style, Kenneth W. Adams, vice president and production director, Milwaukee Journal and Sentinel

Our Approach to a Total Flexo Conversion, Tom Might, vice president/production, The Washington Post

New Flexo Units, James Missroon, flexo coordinator, Atlanta Journal and Constitution

The LOC System—Alive and Well, Charles J. Morrow, director of production, Los Angeles Times

ANPA Offset Anilox Keyless Inker on Metro Presses, George E. Botsko, production director, Burlington County Times, Willingboro, N.J.

Press Conversions—In Retrospect, Jonathan Markey, director of production, USA Today, Washington, D.C.

• Symposium II: Newsroom

Chairman: **Thomas W. Jobson,** vice president/news, managing editor, Asbury Park (N.J.) Press

Electronic Libraries—Where Do We Stand, Robert J. Farquhar, director of new systems, The Daily Oklahoman, Oklahoma City

Knight-Ridder Regional Library Approach, Peter T. Leach, director of operations, VU/TEXT Information Services Inc., Philadelphia

Electronic Darkroom, Richard Atkin, director of communications, Associated Press, New York

Pagination Progress Reports, Rodger Adams, assistant to the editor, Minneapolis Star and Tribune, and **Eric Wolferman,** executive editor, The Reporter, Lansdale, Pa.

• Symposium III: Personal Computers

Chairman: **Thomas P. O'Donnell,** president and publisher, News and Sun-Sentinel Co., Fort Lauderdale

Integration with Corporate Information, Steve Taylor, director of information services, The Boston Globe

Role of Personal Computers and Circulation Management, Steve Helm, administrative manager/circulation, Kansas City (Mo.) Star

Using Personal Computers to Manage Telecommunications Operations, Shirley Conover, vice president/director of communications services, Chicago Tribune

Financial Aspects of Personal Computers, Barry T. Peckham, assistant comptroller, The Dallas Morning News

Scheduled exhibitors at 56th Annual ANPA Conference & Exposition

Addressograph Farrington Inc., 1603
Alan Imaging Products Inc., 2626
Alphatype Corp./Berthold Group, 1315
American Litho Inc., 2602
ANPA, 219
ANPA/New Orleans Convention Bureau, 519
American Printer, 302
AT&T Communications, 1629
AT&T Information Systems Inc., 361
American Zela Inc., 1350
Anchor/Lithkemko, 461
Anitec Image Corp., 2626
Application Engineering Corp., 501
Applied Learning Corp., 203
Applied Printing Technologies, 1339
Associated Press, 1044
Atex Inc., 228
Austin Co., 2054
Autologic Inc., 204
Automecha Ltd., 1064

Baldwin-Gegenheimer Division, 773
BASF Systems Corp., 1030
Bell & Howell Co., 1654
BellSouth, 1410
Samuel Bingham Co., 1601
Bowyer Contracting Co. Inc., 2654
B. H. Bunn Co., 1459
Bureau of the Census, 1102

Camex Inc., 950
Cannon-Cross Inc., 2555
Cannon U.S.A., 170
Capital Elevator Sales Inc. 301
Cary Co. Inc., 2023
Chemco Photoproducts Co., 1053
Cheshire/A Xerox Co., 944
Chesley F. Carlson Co., 921
CIP Inc., 1036
C K Optical Co. Inc., 2003
Collier Jackson Inc., 1608
Commex Ltd., 270
Composition Systems Inc., 247
Compugraphic Corp., 239
Computex Inc., 1732
Concept Publishing Co., 801
Craig Cold Type Supply Inc., 2629
Creative Data Systems Inc., 628
Creative Works, 2354
Crosfield Data Systems Inc., 1635
CText Inc., 2304
Custom-Bilt Machinery, 1516
Cybergraphics Systems Inc., 1648

Dar Mar Inc., 803
Data Sciences Inc., 1347
Denver Design Associates, 565
DEV Industries Inc., 1604
Dewar Information Systems Corp, 2401
Diamond Graphic Services Corp., 1855
Diamond Roller Corp., 2201
Digital Equipment Corp., 1908
Dunn Technology Inc., 1456
DuPont Co. Inc., 2614
Durbin Associates, 141
Dynaric/DYC Supply Co., 1404

Ebway Industries Inc., 1626
Eclectic Co. Inc., 463
ECRM, 1511
Editor & Publisher, 1632
Enco Printing Products, 702
Enkel Corp., 1027
EOCOM Electronic Systems, 644
Erectoweld Co. Ltd., 2411

Ferag Inc./RMO, 2340
Fincor, Incom International Inc., 2632
Flex-O-Line Inc., 959
Flint Ink Corp., 1344
Flurographic Services Inc., 1161

General Photo Products, 544
W. R. Grace & Co., 656
Graphic Arts Technical and Consulting Services, 2321
Graphic Enterprises of Ohio Inc., 156
Graphic Management Associates, 2440
GTI Graphic Technology Inc., 1703
Gulf Coast System Design Co., 561

HCM Graphic Systems Inc., 1361
George R. Hall/Hall Systems Inc., 1621
Hamilton Circulation Supplies Co., 2355
Hancock Paper Co. Inc., 402
Harris Corp., 515
Harris Graphics Corp., 221
Hastech Inc., 615
Hercules Inc., 2404
Howson-Algraphy Inc., 2037
Huntron Instruments Inc., 1163

Icore Corp., 2432
IDAB Inc., 608
Ideal Equipment Co. Ltd., 2454
IMG Photo Products, 1201
Imperial Metal Chemical Co., 956
Infomed Corp., 169
Information International Inc., 2420
Ingenuity Inc., 1701
The Ink Co., 901
Inland Newspaper Machinery Corp., 104
International Newspaper Promotion Association, 1065
Intercorp Ltd. (Creusot), 136
Intercorp Ltd. (Koppers), 133
Ipec Inc., 2426
IPEX '84, 1101
Itek-LSO, 631

J.&E. Press Control Systems, 1950

K&F Beach Manufacturing inc., 651
Kansa Corp., 1330
Kidder-Stacy Co., 1926
Kirk-Rudy Inc., 1061
Koenig-Bauer/Egenolf, 102

LAN Systems Inc., 2501
Lektro Southeast, 373
Liber Systems Inc., 961
Lincoln St. Louis, 2155
LogEtronics Inc., 980
The Lookout, 2318

M.A.N.-Roland USA Inc., 638
Mailing Machines Systems Inc., 150
Mailroom Systems Inc., 2040
Management Analysis Co., 465
Master Etching Machine Co., 915
Masthead International Inc., 569
McCain Manufacturing Corp., 2337
M.E.G. (U.S.) Inc., 1304
Merganthaler Linotype Co., 2004
M.G.I. International Inc., 1449
Midwest Publishers Supply Co., 1050
Milthorp Ltd., 1755
Misco Inc., 564
Mohr Enterprises, 1940
Monotype Inc., 253
Muirhead Inc., 1452
Muller-Martini Corp., 1643
Mycro-Tek, 107

NAPP Systems (USA) Inc., 2008
National Machine Co., 919
Newscolour Corp., 1164
Newspaper Electronics Corp., 244
New England Newspaper Supply Co., 1004
Newspaper Systems Inc., 2446
nuArc Co. Inc., 912
Nu-Graphics Manufacturing Inc., 947
Nytone Electronics Corp., 1302

Offset Technology, 2324
O.N.E. Corp., 1319
Ovalstrapping Inc., 1640

Pacepack Marketing Corp., 2449
Pacific Press Services Inc., 1702
Pamarco Inc., 1019
Pathfinder Graphic Associates Inc., 1336
Penta Systems International, 604
Perretta Graphics Corp., 574
Pitman Co., 1935
Polychrome Corp., 2045
Portec Inc., 2308
Press Machinery Corp., 1604
Printer's Service, 2001
Printing Impressions, 464
Printing Press Services International, 908
Productivity Systems Inc., 2202
Publishers' Auxiliary/National Newspaper Association, 375
Publishers Data Systems Inc., 201
Publishers Equipment Corp. 2018

QK International, 1754
Quipp, 1652

Roberts & Porter, 2102
Rochester Institute of Technology, 124
Rockwell International Corp./Graphic Systems, 2026
Royal Zenith Corp., 784
Ryco Graphic Manufacturing Co. Inc., 215
Rycoline Products Inc., 2429

Scheffer Inc., 928
Scitex Corp., 2640
Seaboard Energy Systems Inc., 601
Semler Industries Inc., 1946
Seybold Publications, 139
Signode Corp., 1072
Smith RPM Corp., 2611
Software Consulting Services, 1039
Solna Inc., 127
SORO Electro-Optics, 2101
Stauffer Media Systems Inc., 2004
Stepper Associates Inc., 1321
Strapex Corp., 1067
System Integrators Inc., 2048

Taft Contracting Co. Inc., 1948
Taft Equipment Sales Co., 1008
Tasope', 1310
TEC Systems/W. R. Grace Co., 1015
Tech-Energy Co., 1942
Teleram Communications Corp., 1802
Terminal Systems Corp., 401
3M Co., 1614
Tidland Corp., 1303
Tingue, Brown & Co., 1063
TV Data Inc., 2014

United Press International, 973

Video Data Systems, 303
Vision Data Equipment Corp., 1904
Visual Graphics Corp., 1001
Visual Graphics Corp.-Dealer Division, 2255
VU/Text Information Services, 1952

Warner 'MDS' Color Corp., 2502
Waxtec, 1301
Jervis B. Webb Co., 1932
Web Press Corp., 2435
Western Computer Services Inc., 269
Western Lithoplate, 2414
Westminster Software, 1402
Whalen Computer Services Inc., 1021
Williamson & Co., 2604
Windmoeller & Hoelscher Corp., 761
WSI Corp., 1756

Xenotron Inc., 253
Xerox Special Information Systems, 2314
Xitron Inc., 1327
X-Rite Co., 1414

Pressroom supervisor Cliff James stands next to redesigned clamp.

Pressroom ingenuity

Bob Carlisle is one of those people who's never quite satisfied with things, always looking for ways to get the job done better. Because of that attitude, his company, Associated Desert Newspapers Inc. of El Centro, Calif., has developed two rather unique ways of dealing with problems in his pressroom.

First, Carlisle was having trouble with his new, so-called "fast disconnect" paper clamp, the forklift-mounted device used to grasp and move newsprint around the pressroom. Every time he needed to take the clamp off so the forklift could be used for other purposes he ran into problems.

The lift "worked fine if you had plenty of time and three men to disconnect the clamp," said Carlisle, vice president of operations for the company that publishes the Imperial Valley Press of El Centro and The Brawley News. "It was also dangerous, and the only people able to disconnect it were the pressmen, creating problems if the pressroom was making a run."

Carlisle contacted a machine shop in El Centro that redesigned the clamp so it could be easily disconnected and so the lift could be used as a normal forklift.

"I'm sure the larger papers are able to justify more than one lift," said Carlisle, "but for papers our size, this has solved our problems of loading and unloading our preprints and newsprint."

The newspaper executive also ran into problems when he decided to add two units to his existing Urbanite press line. When the press erectors took the metal covers off the existing press's drive train, the crew discovered that the gears were badly damaged. Fortunately, the gears were replaced without much difficulty.

To prevent a recurrence of the gear-damage problem, Carlisle had his crew replace the opaque metal gear covers with transparent plexiglass ones.

"The plexiglass covers enable us to monitor the oil flow to the gears every day," he said. "And you can also check the condition of the gears." □

TECHNOLOGY NOTES

• Digital Equipment Corp. and Collier-Jackson Inc. entered into an original-equipment-manufacturer agreement whereby **Collier-Jackson will market the VAX hardware** that runs its newspaper business software.

• Alphatype Corp. and Penta Systems International Inc. entered into a licensing agreement that will enable **Penta front-end systems to drive Alphatype's CRS** digital phototypesetters.

• **Windmoeller & Hoelscher Corp.** will not exhibit any equipment at the ANPA Exposition this month, but it will distribute copies of a newspaper printed by four-color process on its flexographic press.

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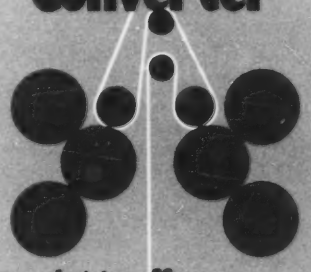

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New 'intelligent' scanner reads various fonts, type sizes

First there was OCR, optical character recognition. Now there is ICR, intelligent character recognition, and this advance in text-scanning technology holds some eye-opening potential for newspapers.

Earlier this year, Kurzweil Computer Products, a subsidiary of Xerox Co., began marketing the Kurzweil 4000 intelligent character recognition system.

According to the firm, the $35,000 ICR device uses "artificial-intelligence software which has the capability to make decisions and can determine character identification." In other words, the device learns and interprets type fonts, sizes and formats as it scans a document or article.

The Kurzweil 4000 has many potential applications in the newspaper business. It could be used, for example, to turn tattered, yellowed clippings into electronic carbons of published stories. One paper, The Globe and Mail of Toronto, was among the first purchasers of the 4000, which is a far cry from the OCR equipment first used in the early 1970s.

OCRs, which were designed to eliminate the time-consuming and costly process of re-keyboarding copy, could read only characters from certain electric typewriter fonts. And the increasing power and flexibility of front-end systems made the devices a less attractive alternative technology.

Unlike OCR systems, "ICR recognizes [both] typeset or typewritten materials . . . with few exceptions," according to the Kurzweil company. "ICR can split two characters that are touching or combine two or more parts of a broken character. It can make decisions, in context, between numbers and letters, opening and closing quotes, hyphens and dashes, and many other ambiguities which plague conventional OCR."

At The Globe and Mail, the 4000 is being used to scan corporate financial reports into its Info Globe database. The reports will be available to Info Globe subscribers in June, according to Thomas A. Hogan, the paper's electronic systems supervisor. "It's an amazing piece of machinery," he says.

In the limited time the newspaper has been using the ICR device, Hogan says, it has been trouble-free except for the standard "operator problems," but even those are minimal compared with traditional OCR devices. The device, Hogan reports, can read blue type on a gray background, for instance.

While the ICR's primary purpose will be for scanning financial reports for Info Globe, Hogan says the newspaper is considering using it for scanning advertising copy and retrieving specifically requested library clips electronically.

Both Hogan and ANPA Production Engineer Donald Tešchner believe ICR technology holds promise as a method of bringing remotely generated materials, such as free-lance writers' copy and press releases, into a newspaper's front-end system without re-keyboarding. It also possesses the potential to allow newspapers that are developing electronic databases to scan their entire library of old clippings.

The ICR is not without its drawbacks, however. The device scans characters at a rate of 20 to 50 per second, depending on the quality and condition of the materials to be scanned. That is slower than conventional OCR devices but faster than the standard manual keyboarding rate of two to five characters per second.

Noel V. Coletti, Kuzweil's corporate marketing manager, points out that as ICR technology advances, the device will achieve faster scanning rates.

"There are some constraints on the system," Coletti also says, "particularly with the quality of the printed materials" to be scanned.

While the ICR device would not have any trouble reading standard copy printed by offset presses, he says, it may have trouble with agate type printed by the letterpress process on poor quality newsprint.

—Paul Kruglinski

A tech term helper

Trying to keep track of new publishing and computer terms could be made easier with *Printing & Computing Terminology* and *Word Processing Glossary*.

The books, written by Harold C. Durbin, define technological words, phrases and acronyms now in use or finding their way into the language. *Printing & Computer Terminology* ($9.50) lists more than 2,000 entries used in the printing industry; *Word Processing Glossary* ($15) lists 3,600 entries used in data processing and computing.

The books are available from Durbin Associates, 3711 Southwood Drive, Easton, Pa. 18042. □

Ultratec film shows promise

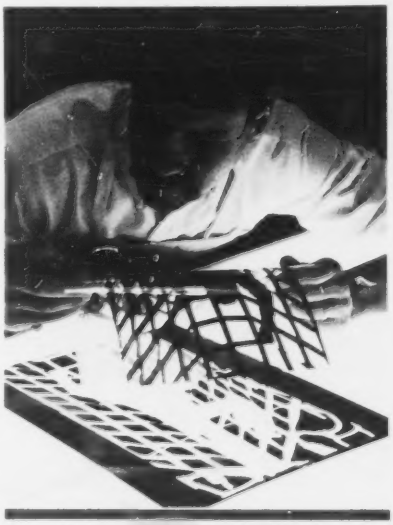
Last fall, Eastman Kodak Co. introduced a new line of Ultratec photoreproduction film products. Kodak claimed the films would enable users "to produce halftones and linework with the high quality of lith processing and the speed and simplicity of rapid access—but without the problems often associated with either processing method."

The Ultratec products, the firm said, meld lithographic and rapid-access film technologies. Traditional lithographic films contain silver halides and use a two-chemical developing process. Rapid-access films are essentially non-silver based and need less complex developing chemistry. In general, lithographic films provide high-quality reproduction but are relatively expensive, while rapid-access films develop more quickly and employ a more stable development process.

Do the new products measure up to those corporate claims? Is switching to them cost-effective? The Review, a twice-weekly newspaper in Plymouth, Wis., and ANPA researchers are providing some answers to those questions.

The Review began using the new line and halftone films with its new 3M processor soon after their introduction. And both have performed well, according to Assistant Publisher Barry F. Johanson.

However, the film for linework, specifi-



Line, halftone, or transparent originals can be made with contact printing of Ultratec.

cally the 17-by-23-inch film used to reproduce whole pages, proved too costly—$1.05 a page more than conventional film, Johanson said—and the paper has stopped using it.

On the other hand, the new halftone film enabled the Wisconsin paper to cut the cost of producing halftones by one-third, he reported, and it continues to be used in regular production. He said the Review is now using less development chemistry in its darkroom and has cut exposure times for halftone and line shots by 50 percent. The paper is also achieving higher quality reproduction.

"The halftones are excellent," Johanson said. "The pages seem brighter because the edges of the individual letters seem sharper."

At ANPA, following a donation from Kodak earlier this year, researchers also tested some Ultratec products—line, halftone, contact and duplication films and contact paper—and the requisite chemistry. For one month, ANPA researchers put the darkroom materials through their respective paces in experimental, production settings at The Newspaper Center in Reston, Va.

The tests pointed up the film's advantages and drawbacks.

John C. Harrington, ANPA photographer/color specialist, reported that the stability of the Ultratec development chemistry approximates that of rapid access, and that control strips are not needed to monitor the development chemistry. The quality of reproduction is competitive with lithographic films, he said, so long as a newspaper uses a screen compatible with the films.

Yet Harrington also pointed out that some of the films, especially the scanner film, are slower than lithographic films, and a deep-tank processor is needed to accommodate developing the products.

The ANPA researcher said newspapers using rapid-access films could benefit from the films when they need lithographic-quality reproduction.

The Review's Johanson believes the future of the products within the newspaper business is dependent upon Kodak's altering its marketing of the Ultratec line. "Kodak has to come out with a revised price for the [line] film for newspapers," Johanson added, "or newspapers won't use it." And if they don't use the Ultratec line film, it's unlikely they will use the Ultratec halftone film because of the inconvenience of having to deal with more than one film process in the darkroom.

But Kodak officials told presstime they currently do not plan a price reduction for line film, although the company has dropped the price of Ultratec developing chemistry 25 percent. Also, they said the development chemistry is "the most stable in Kodak's history," so long as replenishment instructions are followed.

Although the firm does not recommend using a shallow-tank processor for development, Kodak representatives said it is possible to do so. They also said screens other than Kodak Ultratec can be used, but the quality of reproduction will vary with each.

ANPA's Harrington said that each newspaper must determine, given the equipment it has and its production needs, whether any or all Kodak's Ultratec films can be cost-effectively used in its production department. □

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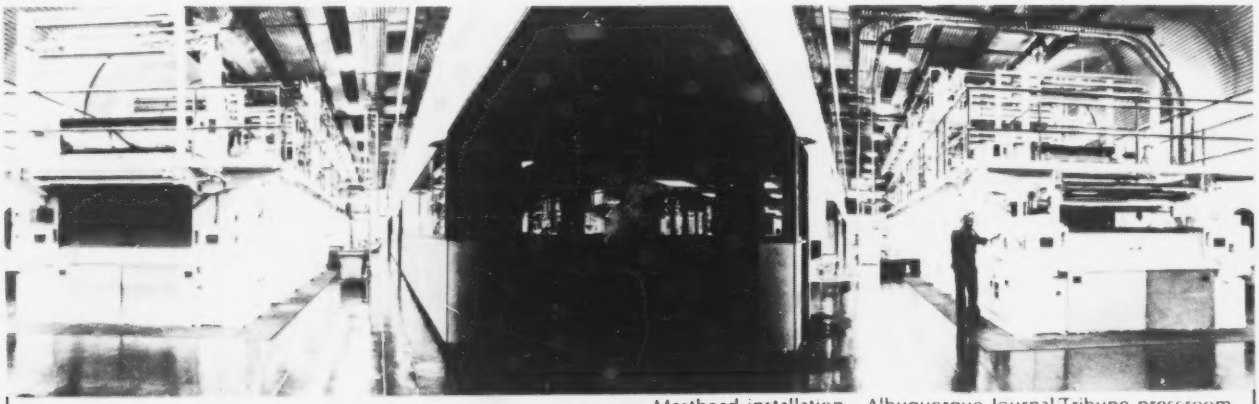
TECHNOLOGY CALENDAR

- The **ANPA Operations Management Conference & Exposition** will be June 9-13 at the Georgia World Congress Center in Atlanta.
- The **Mycro-Tek Users Group** will meet June 9 at the Georgia World Congress Center in Atlanta.
- The **Newspaper Computer Users Group** will meet June 9-11 at the Atlanta Marriott hotel.
- The **ANPA Technical Committee** will meet June 10 at the Georgia World Congress Center in Atlanta and Sept. 6-7 at The Newspaper Center in Reston, Va.
- **Gutenberg USA**, an international graphic arts trade show, will be July 12-15 at McCormick Place in Chicago.
- **IPEX '84**, the international printing equipment and allied trades exposition, will be Sept. 4-12 at the National Exhibition Center in Birmingham, England.
- **Electronic Imaging '84** will be Sept. 11-13 at the Westin Hotel in Boston. The conference, which will feature electronic components, equipment and systems, will be the first of its kind to be sponsored by Electronic Imaging Magazine and the Society of Photographic Scientists and Engineers.
- The **Atex Newspaper Users Group** will meet Sept. 23-26 at the Anaheim Hilton in Anaheim, Calif.
- The National Newspaper Association's annual **Convention & Trade Show** will be Sept. 26-28 at the Reno-MGM Grand Hotel.
- **Graph Expo '84 East**, the national printing equipment and supplies show, will be Oct. 14-17 at the Coliseum in New York City.
- The **International Newspaper Conversions Group** will have its annual meeting Oct. 24-26 at the Disneyland Hotel in Anaheim.
- **Lasers in Graphics,** the annual conference on prepress technology and electronic publishing sponsored by Dunn Technologies Inc., will be Nov. 4-8 at the Hyatt Regency New Orleans.



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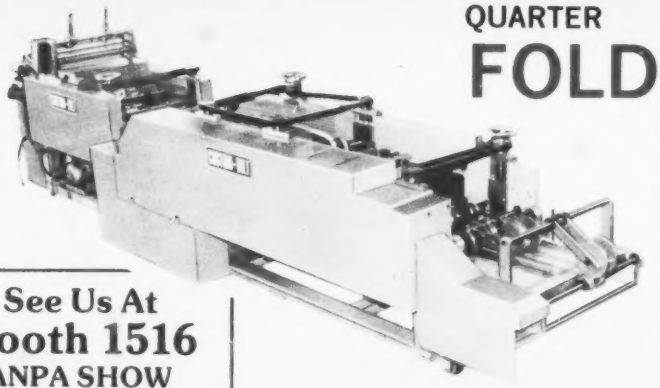

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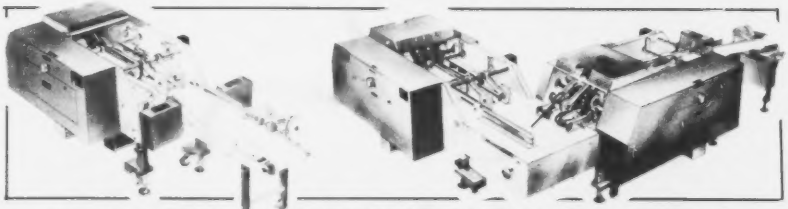

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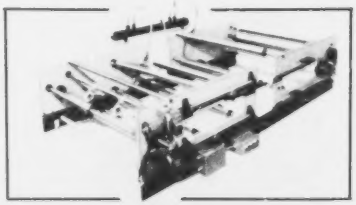

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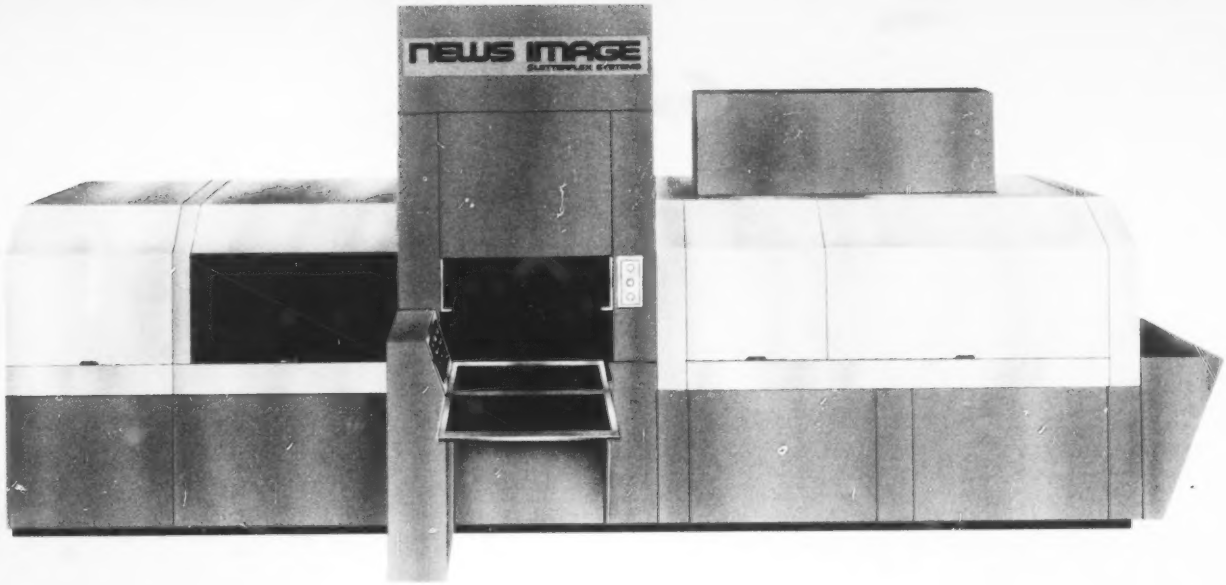

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Dates set for ITU rerun election under U.S. supervision

The U.S. Department of Labor has set the dates for the rerun election of the five top officers of the International Typographical Union.

The union and the Labor Department had agreed last month to the election, which, along with a court order, will delay until this summer any movement of the ITU toward a merger with the International Brotherhood of Teamsters [presstime, May 1984, p. 45].

The Labor Department said it will supervise the entire election process, which begins June 22 with the mailing of ballots from ITU headquarters to local unions. The returned ballots will be picked up July 18 from a Colorado Springs post office box by union officials accompanied by representatives from the Labor Department. "It will be at least another week before the tally is announced," a department spokesman said.

Any challenges to the supervised election will be decided by a representative of the secretary of labor.

Former First Vice President Robert S. McMichen had protested to the Labor Department following the November 1983 election in which he defeated incumbent Joe Bingel by nearly 5,000 votes but was denied the presidency after Bingel challenged the result.

Four days before the ITU-Labor Department agreement, a federal judge in San Francisco banned the ITU and its five-member executive council from "expending any ITU funds to merge or affiliate the ITU with any other organization."

Organizing for the Future

THE President's PAGE

Court order resulted in deletion of officers' columns in May Typographical Journal.

In ruling on the suit brought by six ITU members opposed to the IBT merger, U.S. District Judge Thelton E. Henderson noted that "McMichen's opposition to merger with the IBT, and Bingel's support for it, were critical issues in the election campaign, and that in light of his 5,000-vote margin of victory, McMichen would have moved quickly to negotiate a possible merger agreement with an AFL-CIO union" such as the Graphic Communications International Union.

Although some labor specialists have said the results of the rerun election will reflect the membership's preference for a merger partner, Keith R. Fuller, chairman of the ANPA Human Resources Committee, cautioned, "It's not a black and white situation."

Fuller, director of employee relations for McClatchy Newspapers in Sacramento, said, "There's a mix of a lot of emotion. A certain percentage of the membership will vote the past records, the philosophical beliefs and the personalities of the candidates. I think there is a large segment, such as the pensioners, who will vote for their own perceived best interests. For a certain percentage, it will be a referendum on Teamsters versus affiliation with some other union."

About 45 percent of the ITU's voting membership of 70,000 are retirees. Under ITU law, retired members maintain voting rights in elections. Under the IBT's constitution, retirees would no longer have the right to vote in elections and other referenda concerning active members.

ANPA Manager/Labor Relations Charles Cole said he expects the total votes in this summer's election will "significantly" exceed the 48,790 votes cast for presidential candidates last November.

AFL-CIO President Lane Kirkland said the federation will continue to support ITU members who are opposed to merger with the Teamsters. He said the ITU membership would be best served by a merger with other unions in the printing industry, "and their interests are not served by the colonial imperialism of the Teamsters that would submerge that proud organization within the Teamsters' structure."

Kirkland also noted that "this is the first time" the Teamsters union has "undertaken a raid on an affiliate—an entire affiliate—of the federation."

McMichen is serving as a temporary AFL-CIO representative and heads an organization called the "Merger Committee for One Big Printing Union." □

Guild board urges $1,000-a-week goal

The Newspaper Guild's international executive board will recommend to the union's June 18-22 annual convention in San Juan, Puerto Rico, that the wage goal for experienced employees in key jobs be raised to $1,000 a week, up by $100.

About 30 employees represented by an independent editorial union at Dow Jones & Co. Inc. will be making more than $1,000 a week in 1986. Under a new three-year agreement between the company and the Independent Association of Publishers' Employees, the salary for "senior special writers" will go to $1,075.13 on Feb. 1, 1986. □

Detroit News salaries must be listed

The NLRB has ordered The Detroit News to provide Local 22 of The Newspaper Guild with the salaries of each member of the bargaining unit.

The company had appealed an administrative law judge's recommendation for the order, but the board affirmed his findings [presstime, May 1984, p. 73].

The case arose when columnist Peter Waldmeir requested the newspaper not to report his salary to the union. The union filed charges with the NLRB after the News complied with his request.

It was undecided at press time whether the News will appeal the board's decision.

(The Detroit News, a Division of The Evening News Association, and Local 22, The Newspaper Guild, 270 NLRB No. 70) □

Mailer's firing upheld after sexual remark

An arbitrator has sustained the discharge of a mailer at The Seattle Times for allegedly propositioning a female co-worker while they were working together.

The mailer, who had worked for the paper about five years, was fired specifically for "neglect of duty and violation of posted office rules."

Arbitrator Philip Kienast noted that the company's policies and rules prohibit sexual harassment, defined as "unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature."

(In 1980, the Equal Employment Opportunity Commission reaffirmed that sexual harassment is an unlawful employment practice under Title VII of the Civil Rights Act of 1964 [presstime, Jan. 1981, p. 39].)

Kienast found that the grievant was aware of the company's policy, having signed for receipt of the rules.

After she was propositioned, the worker reported the incident to the foreman, who discussed the matter with the grievant before firing him. The grievant denied making a sexual advance. No witness heard the alleged remark of the grievant to his co-worker. However, the arbiter found that the mailer had received a prior final warning concerning sexual harassment of another employee only five weeks before his dismissal.

Seattle Mailers' Union No. 32 contended that the company failed to prove the remark had been made, but Kienast noted that the foreman found the female worker's account of the incident more credible than the grievant's in part because "she was so upset I don't think she could lie."

"While one may argue about the conclusion (the foreman) reached," Kienast said, "he clearly conducted as fair and objective a review of the matter as was possible under the circumstances." □

Paper's promotion rule upheld

An unfair labor practice charge filed with the NLRB against the South Bend (Ind.) Tribune has been dismissed by the agency's regional director in Indianapolis.

The charge, filed by Richard Sneddon, an international representative of the Graphic Communications International Union on behalf of South Bend Local 77, alleged that the newspaper had unlawfully specified that advancement to the assistant foreman's position in the pressroom was conditional on withdrawal from union membership.

NLRB Regional Director William T. Little found that the assistant foreman's position has "traditionally" been filled by a non-union supervisory employee and that the company was "within its rights" in insisting that the position remain non-union.

He noted that the assistant foreman can suspend employees for cause and can effectively recommend discharge.

(South Bend Tribune, Case No. 25-CA-16233) □

ANPA gathering data on health-care costs

The ANPA Human Resources Committee is planning to establish a health-care cost-containment information bank at The Newspaper Center this fall.

As the first step, the committee's Health and Welfare Subcommittee prepared a questionnaire asking newspaper executives to answer specific questions about the methods used at their newspapers to contain and decrease health-care costs, which have been mounting at a level far outpacing the inflation rate [presstime, Dec. 1983, p. 40].

The questionnaire was mailed May 28 to all ANPA-member newspapers. Respondents are asked to return it by June 18.

Further information can be obtained from Patricia P. Renfroe, manager/personnel relations, in the ANPA Human Resources Department at The Newspaper Center. □

Technicians held not part of existing units

The National Labor Relations Board has granted a "unit clarification" petition filed by The Boston Globe to exclude employees in a newly formed Technical Services Group from coverage under labor agreements at the newspaper.

The TSG was created to do all of the maintenance and repair of computers and related electronic devices performed by outside vendors. It will eventually be composed of a manager, three systems engineers and nine electronic technicians.

Various unions in the plant claimed to represent the employees in the TSG, based on language in their labor agreements.

Robert S. Fuchs, the NLRB regional director in Boston, found that the electronic technicians constitute a separate bargaining unit in light of their skills, supervision, wages, benefits and work hours.

He noted that the board will not compel a group of employees who constitute a separate unit to be included in an existing unit without allowing them the opportunity to express their preference for or against union representation in an election. The board affirmed Fuchs' decision May 9.

(Globe Newspaper Co. and Boston Globe Employees Association et al., Case No. 1-UC-404) □

Recent contract settlements

Atlanta Journal and Constitution, GCIU: Two-year agreement covering pressroom employees; retroactive to Feb. 29, 1984.

San Francisco Newspaper Agency, ITU: Separate 42-month agreements covering composing and mailroom employees; retroactive to Jan. 1, 1983.

San Francisco Newspaper Agency and San Jose Mercury News, GCIU: Forty-two-month agreement covering pressroom employees; retroactive to Jan. 1, 1983.

San Francisco Publishers Association, Guild: Forty-two-month agreement covering editorial and commercial departments; retroactive to Jan. 1, 1983.

(Details in June 1984 ANPA Labor & Personnel Relations Letter.)

British Columbia strikes end; two dailies resume publication

The Province and The Sun of Vancouver, British Columbia, resumed publication May 24 after being shut down for eight weeks by strikes.

Members of The Newspaper Guild ratified a new three-year agreement May 18 after rejecting five days earlier an offer that had been approved May 10 by members of the five craft unions. The strikes began March 28.

The agreements call for a 17-percent wage increase over the three years—5 percent in the first and second years and 7 percent in the third. The Guild settlement included a "clarification" of seniority rights, according to George Townsend, chief negotiator for Pacific Press Ltd., the company publishing the two dailies. The new agreements are retroactive to March 1, 1984.

Meanwhile, The Sudbury (Ontario) Star was still shut down in late May. Negotiations May 17 between the paper and three unions did not resolve major issues, particularly job security for composing room employees.

The labor dispute began Feb. 22 [*presstime*, May 1984, p. 74].

Additional arbitration awards

Detroit Free Press, Teamsters: Gabriel N. Alexander found that a circulation department district manager had been negligent in safeguarding keys issued to him and that the company properly charged him $118.50 for the cost of replacing keys and reworking locks of district office doors after his keys were stolen.

Elgin (Ill.) Daily Courier-News, ITU: David L. Beckman upheld the layoff of two composing room employees for economic reasons.

New York Daily News and New York Times, GCIU: Joan Parker Weitzman ruled that the newspapers are obligated to make payments to a defined contribution pension plan for stereotypers on paid disability leave.

New York Post, Guild: Thomas M. Laura upheld the union's position that two classified advertising jobs should be upgraded to a higher pay classification.

New York Post, Guild: Thomas M. Laura found that a retail advertising salesman had been improperly discharged for alleged "neglect of duty" and directed that he be reinstated with back pay.

Oakland Tribune, ITU: Sam Kagel ruled that two "inactive" composing room employees were not entitled to "buyouts" offered regular employees even though they were named on a lifetime job guarantee list.

Philadelphia Inquirer and Daily News, Guild: Louis E. Seltzer found that five circulation department clerks were not entitled to be placed in a higher pay classification.

Tacoma (Wash.) News Tribune, ITU: Thomas F. Levak ruled that 11 mailers received the proper holiday pay for work performed on Thanksgiving Day, 1982.

Tacoma News Tribune, ITU: Alan R. Krebs sustained the dismissal of a composing room employee for violating the conditions set by a joint union-company adjudication committee for reinstatement after a previous discharge.

Terre Haute (Ind.) Tribune-Star, Guild: John S. Herrick upheld the discharge of a circulation district manager for failing to follow collection procedures.

Troy (N.Y.) Times Record, GCIU: Robert F. Koretz found that the company did not violate the labor agreement by transferring a composing room employee to the pressroom.

Vancouver (British Columbia) Province and Sun, Guild: Ian Donald agreed with the company that he did not have jurisdiction to rule on three issues that were unrelated to his earlier reinstatement of a reporter who had been discharged for doing free-lance work for a competing newspaper.

Vancouver Province and Sun, ITU: Bruce H. McColl ruled that 12 day-shift employees who were called at home to report for work before the regular 7 a.m. starting time were entitled to extra "call-back" pay.

Washington Post, ITU: Joseph M. Stone sustained the discharge of a mailroom helper for leaving work early without permission.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

Leave denial for mother ruled improper

A Canadian newspaper improperly denied an employee's request for an unpaid year's leave of absence so that she could continue to stay home and breast-feed her newborn son, an arbitrator recently ruled.

Rebecca Wigod, family editor of the Times-Colonist in Victoria, British Columbia, had requested the leave, to commence following the conclusion of the 18 weeks' maternity leave provided for in the labor agreement with The Newspaper Guild. The leave was denied on grounds that many other female employees might seek extended maternity leave. To allow Wigod to extend the leave would be to grant her a benefit not contemplated by the agreement, the company contended.

The labor agreement also provides that management "shall" grant employees leaves for up to one year for "good and sufficient cause." While the requested leave might be for a "good" cause, the company said the issue was whether the additional leave sought was for a "sufficient" cause. What the parties had agreed was "sufficient" was 18 weeks, the company said.

Arbitrator Richard B. Bird noted that Wigod had been temporarily replaced and that her absence had not been disruptive, "nor would her continued absence pursuant to the additional leave she seeks be disruptive either, according to the evidence."

"It appears to me from the evidence," Bird said, "that the general social good will probably be well-served by Rebecca Wigod staying home to care for baby Samuel rather than returning to work at the end of her statutory maternity leave."

The cause behind Wigod's application for leave was not only "good" but was "sufficient" within the meaning of the labor agreement, the arbiter concluded.

Drivers halt delivery

A walkout by about 70 drivers at Metropolitan News Co., a wholesaler in New York City, interrupted deliveries of The New York Times and The Wall Street Journal May 23.

The work stoppage, which arose over the firing of a driver, prevented delivery in the city of up to 140,000 copies of the Times and 40,000 copies of the Journal.

The drivers are represented by an independent union.

Murder of another youth carrier raises 14-month toll to 4

Christy Ann Fornoff

Another youth carrier for a U.S. newspaper has been slain on the job, the fourth victim in an apparently unprecedented string of tragedies dating back to March 1983.

In the latest incident, Christy Ann Fornoff, 13, was found smothered May 11 in Tempe, Ariz., two days after she disappeared while making collections for The Phoenix Gazette.

The circumstances were gruesomely similar to those surrounding the killing six weeks earlier of another girl carrier, 12-year old Cheri Lindsey. She was found strangled in Binghamton, N.Y., March 27, one day after she disappeared while collecting for The Evening Press [presstime, May 1984, p. 56].

As in the Binghamton case, the man accused of the Tempe murder lived on the carrier's route. Donald E. Beaty, the maintenance man in the apartment house where Christy Fornoff vanished, is being held on $685,000 bail on charges of first-degree murder, child molesting and robbery. A court hearing was scheduled for May 31.

The carrier's mother had accompanied her to the apartment house about 8 p.m. May 9, waiting downstairs while Christy finished her work. When her daughter did not return, the mother called the police.

It was the 29-year old Beaty who said he discovered the girl's body at dawn May 11, wrapped in a sheet, behind a trash dumpster close to the apartment building. Charges were filed against him 10 days later.

In Binghamton, the man charged with murdering Cheri Lindsey is James B. Wales, a 36-year-old former adult carrier for the Binghamton paper who had trained her and was a customer on her route.

Both men have pleaded innocent.

Meanwhile, on Long Island, the 18-year-old convicted of fatally stabbing 14-year old Christopher Gruhn just over a year ago was given a prison sentence of 41 years to life. The man, Robert Golliver, lived close to the Newsday carrier. The Nassau County judge who handed down the sentence May 24 called the convicted man's actions "cruel, sadistic, bestial and unpardonable."

All three carriers had been sexually molested before they were killed.

In the fourth incident, the 20-year-old airman stationed at Offutt Air Force Base charged with killing Danny Joe Eberle in September 1983 is not known to have been acquainted with the 13-year-old Omaha World-Herald carrier before the murder. A May 8 hearing for John Joseph Joubert, charged with first degree murder, kidnapping and using a knife to commit a felony, was to resume May 30. Joubert has also been charged with killing another youth in an unrelated incident.

A common characteristic of all four carrier murders is that they took place in what are considered safe neighborhoods. The Rock Point Apartments, where the latest incident took place, is close to Arizona State University in Tempe.

Some community and newspaper officials have criticized the Tempe police for failing to obtain warrants that would have authorized a search of all of the 112 apartment units in the complex where the girl vanished and where she may have been slain and kept after her death.

Others have criticized the Phoenix dailies for having young carriers collect money from customers. A petition drive is underway to ask the newspaper to handle billing and collecting by mail. Less than half of the customers of The Arizona Republic and The Phoenix Gazette now pay by mail, and the circulation department was in the process of converting additional routes from carrier collection when the incident occurred.

Another Phoenix Gazette carrier, 12-year old Brian Bleyl, vanished in February 1981 while collecting for his route.

A year and a half later, John Gosch, also 12, disappeared while delivering The Des Moines Register.

Both boys are still listed as missing.

—Marcia Ruth

Two candidates endorsed for ABC board

For the first time, ANPA and the Newspaper Advertising Bureau have endorsed candidates for newspaper-director vacancies on the board of the Audit Bureau of Circulations.

The candidates are:

- James M. Moroney Jr., president and chief executive officer of A.H. Belo Corp. in Dallas and an ANPA director
- R. David Threshie, publisher of The Register in Santa Ana, Calif., and an NAB director.

Moroney would replace retiring ABC director David Kruidenier of The Des Moines Register, who represented newspapers in the Central time zone. Threshie would replace, from the Mountain and Pacific time zones, retiring ABC director Fred W. Smith of Donrey Media Group.

Moroney and Threshie agreed to run for the ABC board at the urging of the Liaison Committee that ANPA and NAB established last year for ABC affairs.

Purpose of the endorsements is to increase newspaper-business participation in matters before ABC, including proposals to help newspapers keep pace with evolving marketing trends [presstime, March 1984, p. 41].

"We urge that newspaper executives (in those time zones) vote for Dave Threshie and Jim Moroney at the ABC Annual Conference, which will take place in Toronto Oct. 30-Nov. 2," said Edward W. Estlow, president of Scripps-Howard and chairman of the Liaison Committee.

"We know they, and the other very capable newspaper directors on the ABC board, will assist ABC in its tripartite (publishers, advertisers and advertising agencies) efforts to provide the best possible auditing and reporting services for both buyers and sellers of advertising," Estlow said.

Newspapers contribute 43.1 percent of ABC's revenue, yet only eight of its 33 directors are from newspapers. □

Safe Driving Campaign names 21 winners

Twenty-one U.S. and Canadian daily newspapers have been named winners in the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association.

The awards are made to the three newspapers with the best safety records for delivery vehicles in each of seven divisions.

Certificates of merit are awarded to participating newspapers that complete the year without a reportable accident.

The 646 newspapers participating in the 1983 campaign operated 12,276 vehicles a total of 280,182,972 miles and achieved an accident rate of 1.39 per 100,000 miles—the second-lowest rate since the program began. The lowest rate, 1.32 per 100,000 miles, was achieved in 1982 [presstime, May 1983, p. 49].

The 43-year-old Safe Driving Campaign has two principal goals: to reduce fatalities and injuries, and to reduce insurance premiums for vehicles used in newspaper delivery.

Winners for 1983, who are being notified by letter this month, were:

Private carrier division

Group A: Newspapers with daily circulation up to 20,000. 64 newspapers operated 257 vehicles 5,119,142 miles with 48 accidents.

- *First place:* **Hornell (N.Y.) Evening Tribune** *operated 13 vehicles 357,430 miles without an accident.*
- *Second place:* **Agana (Guam) Pacific Daily News** *operated 13 vehicles 215,715 miles without an accident.*
- *Third place:* **Anaheim (Calif.) Bulletin** *operated seven vehicles 155,676 miles without an accident.*

Group B: Newspapers with daily circulation 20,001 to 50,000. 136 newspapers operated 1,067 vehicles 20,194,608 miles with 272 accidents.

- First place: **Danbury (Conn.) News-Times** operated 33 vehicles 584,220 miles without an accident.
- Second place: **Gainesville (Fla.) Sun** operated 20 vehicles 383,250 miles without an accident.
- Third place: **Yakima (Wash.) Herald-Republic** operated 10 vehicles 361,854 miles without an accident.

Group C: Newspapers with daily circulation 50,001 to 100,000. 89 newspapers operated 929 vehicles 21,406,884 miles with 327 accidents.

- First place: **Fayetteville (N.C.) Observer and Times** operated six vehicles 202,568 miles without an accident.
- Second place: **Lubbock (Texas) Avalanche-Journal** operated 22 vehicles 833,444 miles with one accident.
- Third place: **Abilene (Texas) Reporter-News** operated 21 vehicles 1,028,659 miles with four accidents.

Group D: Newspapers with daily circulation in excess of 100,000. 195 newspapers operated 5,714 vehicles 135,078,310 miles with 2,915 accidents.

- First place: **Toronto Globe and Mail** operated 14 vehicles 669,618 miles without an accident.
- Second Place: **San Antonio Express and News** operated 37 vehicles 1,607,124 miles with two accidents.
- Third place: **Atlanta Journal and Constitution** operated 81 vehicles 4,676,202 miles with six accidents.

Contract carrier division

Group A: Newspapers with daily circulation up to 25,000. 91 newspapers operated 1,309 vehicles 23,048,690 miles with 61 accidents.

- First place: **Hammond (La.) Daily Star** operated 38 vehicles 723,020 miles without an accident.
- Second place: **Thomasville (Ga.) Times Enterprise** operated 38 vehicles 513,480 miles without an accident.
- Third place: **Virginia (Minn.) Mesabi Daily News** operated 16 vehicles 427,939 miles without an accident.

Group B: Newspapers with daily circulation 25,001 to 100,000. 98 newspapers operated 1,987 vehicles 43,534,302 miles with 54 accidents.

- First place: **Rockford (Ill.) Register Star** operated 99 vehicles 2,377,837 miles without an accident.
- Second place: **Salisbury (Md.) Daily Times** operated 69 vehicles 1,417,307 miles without an accident.
- Third place: **Saskatoon (Saskatchewan) Star Phoenix** operated 32 vehicles 1,145,261 miles without an accident.

Group C: Newspapers with daily circulation in excess of 100,000. 38 newspapers operated 1,013 vehicles 31,801,036 miles with 214 accidents.

- First place: **Wichita (Kan.) Eagle-Beacon** operated 62 vehicles 1,832,262 miles without an accident.
- Second place: **Los Angeles Herald** [illegible]**miner** operated seven vehicles 738,573 miles without an accident.
- Third place: **San Diego Union and Tribune** operated 94 vehicles 6,400,000 miles with four accidents.

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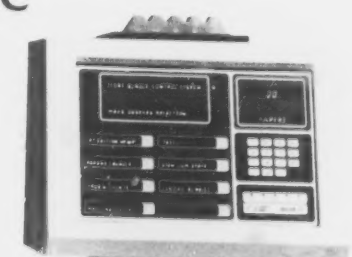

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Speeches

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Women and Power
Katharine Graham, chairman of the board, The Washington Post Co. 1984 Matrix Awards, New York City, April 16.

Our Image Problem: A Paradox
Creed C. Black, chairman and publisher, Lexington (Ky.) Herald-Leader, and outgoing president, American Society of Newspaper Editors. ASNE annual convention, Washington, D.C., May 9.

Household Penetration and Reading Frequency
Gregory L. Stevens, assistant publisher, The Napa (Calif.) Register. ANPA annual Convention, Montreal, April 30. (Other Convention speeches were listed on p. 31 of the May issue.)

The CIA and the FOIA
Charles S. Rowe, editor and co-publisher, The Free Lance-Star, Fredericksburg, Va. House Government Operations Committee's Subcommittee on Government Information, Washington, D.C., May 10.

Advice to J-Students: Think before Choosing a Career in TV News
Charles Kuralt, correspondent, CBS News. Scripps Lecture in Journalism, University of Nevada, Reno, March 29.

International Political Disinformation in Africa
L. John Martin, professor of journalism and director of graduate studies, University of Maryland, College Park. African Council on Communication Education biennial conference, Lagos, Nigeria, Feb. 21.

Women as Leaders: The Skills at Which We Are So Uniquely Qualified
Anita Taylor, chair, Department of Communication, George Mason University, Fairfax, Va. GROW Conference of Kentucky Women Researchers, Eastern Kentucky University, Richmond, Feb. 23. (Or see May 1, 1984, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

"A Little Good News:" The Treatment of Development News in Selected Third World Newspapers
Christine L. Ogan, assistant professor of journalism, and Jo Ellen Fair and Hemant Shah, doctoral students, Indiana University, Bloomington. International Communication Association Intercultural/Development Communication Division annual meeting, San Francisco, May. 27.

Concentration of Press Ownership
Judy Erola, Canadian minister of consumer and corporate affairs. Press Councils of Canada meeting, Toronto, May 4.

Enhancing the Value of Your Newspaper
Lee E. Dirks, president, Lee Dirks & Associates, Detroit. New England Newspaper Association annual convention, Boston, March 15.

From the University of Missouri School of Journalism's annual Journalism Week, Columbia, April 13-19:

The Bad News and the Good News
James J. Kilpatrick, syndicated columnist.

UNESCO and the New World Information Order
Leonard R. Sussman, executive director, Freedom House, New York City.

Gregory L. Stevens

Anita Taylor

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Minorities allege discrimination at Sun-Times, Daily News

In the latest in a series of protests by representatives of minority communities against large metropolitan dailies, the Chicago Sun-Times and the New York Daily News are being subjected to pickets and boycotts, with threats that the actions will continue until the papers agree to end alleged discrimination against minority groups.

Similar actions against The Baltimore Sun ended with a compromise in April.

Facing related pressure, but without threat of a boycott, The Boston Globe worked out an agreement last October with a group of black ministers for increasing minority participation in the newspaper [presstime, Nov. 1983, p. 52].

Although the specifics vary from city to city, the basic complaints are that the newspapers employ a low percentage of minorities, provide inadequate coverage of minority communities, and fail to support minority groups through business dealings or community action.

The scope of the employment issue was highlighted by the American Society of Newspaper Editors' annual report released in May that minority employment in the newsroom is 5.8 percent nationwide and that 61 percent of U.S. dailies employ no minority journalists at all. (See related story, p. 44.)

The issues of minority hiring and coverage have also been brought to public attention through the presidential campaign of Jesse Jackson, who has complained of biased reporting of his quest for the Democratic nomination.

"Jackson's candidacy has made everybody ask whether there is fair coverage and whether there are enough black hires—and those are good questions," said Baltimore Sun Publisher Reg Murphy. "These protests are going to spread. Every publisher has got to look at this."

The circumstances surrounding the boycotts are as follows:

New York. After more than a year of what they consider unsuccessful efforts to raise minority issues with executives at the Daily News, leaders of the Organization of African American Clergy, called for a boycott, "beginning May 6 and continuing until justice is done."

The group, said to represent more than 300 black ministers, claims 50 percent of the Daily News readership, but only 5 percent of the staff, is black. It claimed that black reporters, clerks and secretaries are "discriminated against" at the paper, where blacks hold no "senior management positions."

While conceding that "we have more progress to make," particularly in non-editorial employment, Arthur Wible, Daily News chief executive officer, said in a half-page rebuttal to the ministers' call for a boycott that the paper's employment statistics were evidence of a "commitment" to minority hiring. Minorities made up 17 percent of the new employees hired in 1983 and 31 percent of those hired in the first quarter of 1984, Wible said. Currently, 8.8 percent of the paper's 3,317 full-time employees are minorities.

The Daily News also disputes the ministers' readership figure for blacks, which the paper puts at 22 percent.

In late May, negotiations broke down after the paper refused to release an Equal Employment Opportunity Commission report demanded by the ministers, and the group's leaders were talking about "escalating" the boycott.

Chicago. Long-held dissatisfaction of Chicago's minority community with the Sun-Times exploded into a boycott following a headline referring to Louis Farrakhan, a Muslim minister and supporter of Jackson whose comments had been widely quoted in the press, as the presidential candidate's "pal."

Nancy B. Jefferson, executive director of a community service center, Midwest Community Council, said she was asked to lead the "grass roots" coalition of black groups that began the picketing, which later grew into a boycott of the Sun-Times. The group voiced a series of complaints similar to those made by the ministers in New York.

Acknowledging that the circulation of the Sun-Times (over 600,000) is "down 1,500 to a few thousand copies at the absolute outside" because of the boycott, Publisher Robert E. Page said the Sun-Times staff (including newsroom, clerical, advertising and circulation and excluding union hall hiring over which the paper has no control) is 19.5 percent black, 24.2 percent minority and 43 percent female.

As in New York, negotiations have come to a standstill, with the Sun-Times refusing to release the specific figures demanded by Jefferson's group.

Baltimore. Like the Sun-Times protest, the picketing and boycott at The Baltimore Sun was triggered by a newspaper item—a series of articles on black families called Homes Without Fathers." The "biased and unbalanced" series, said the protesting group's leader, Samuel L. Banks, "catalyzed the community."

A Baltimore City Public Schools administrator and chairman of a local committee of the National Association for the Advancement of Colored People, Banks said his April agreement with the management of the Sun served as a model for subsequent protest strategy.

In a signed statement, the Sun agreed with Banks' group to accelerate minority hiring and "present a balanced and fair representation of life" in local communities, as well as to use editorial space to "find a suitable memorial" to the late Clarence Mitchell Jr., a national civil rights leader from Baltimore.

At the same time, Publisher Murphy refused to go along with a demand to set up a Sun bureau in central Africa.

Boston. The challenge to The Boston Globe's minority practices was also touched off by articles in the newspaper. But unlike those in Baltimore, Chicago and New York, the protest in Boston never reached the streets, because the series of articles triggering community anger were virtually an admission on the part of the Globe that its record in minority hiring was no source of pride to the newspaper.

Appearing as part of a series that subsequently won a 1983 Pulitzer Prize, a sidebar to the exposure of the city's dismal record of minority hiring showed the newspaper's hiring of minorities to be 2.9 percent—3.5 percent below the average for private employers in the Boston area.

With the help of a Harvard university economics professor, the Globe worked out an agreement to make minorities a quarter of its new hires over the next five years, increase business with minority vendors and add a person from a minority group to the paper's board of directors.

—Marcia Ruth

New center to aid libel plaintiffs

The four-year-old American Legal Foundation, an organization that addresses First Amendment and media-related issues—usually as an opponent of the press—will establish a Libel Prosecution Resource Center.

As the name implies, the center will provide information and legal assistance to attorneys representing libel plaintiffs. It also may file friend-of-the-court briefs and generate scholarly articles about libel, said Michael McDonald, director and general counsel of the Washington, D.C.-based foundation.

He said LPRC will be a "mirror image" of the Libel Defense Resource Center organized in 1980 by press groups, including ANPA, to keep track of libel trends and to provide legal assistance to news organizations named as defendants in libel cases.

McDonald said the libel prosecution center will serve those "who want to vindicate their reputation against the media" and will "add some balance to the equation" of press-versus-public rights.

One of the biggest problems in libel, McDonald said, is "the lack of clarity in the law." The U.S. Supreme Court, starting with its landmark *New York Times v. Sullivan* decision, "has left us with a schematic diagram, an outline in place" for the parameters of libel law. "But a lot more needs to be filled in," he said.

"The press can do a better job," he added, "but I don't think they will unless there is something like the American Legal Foundation" to serve as watchdog.

Among other activities, the American Legal Foundation already has been involved in matters before the Federal Communications Commission such as "fairness doctrine" complaints. □

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired the Americus (Ga.) Times-Recorder, daily circulation 6,318.

Donrey Media Group of Fort Smith, Ark. acquired The Daily Democrat of Woodland and Davis, Calif., daily circulation 12,666.

Phillips Media Inc. of Berryville, Ark., acquired the Star Publishing Co. of Hope, Ark., publisher of the Hope Star, daily circulation 4,892. □

New officers were elected during the May 20-23 convention in Phoenix of the International Newspaper Promotion Association. With Immediate Past President Ed Sebestyen (right) of The Star-Phoenix in Saskatoon, Saskatchewan, are: (from left) Donald B. Towles of The Courier-Journal and The Louisville Times, treasurer; Scott C. Schurz of the Bloomington (Ind.) Herald-Telephone, president-elect; Caroline C. John of the Atlanta Journal and Constitution, vice president; and Thomas E. Griffiths of the Daily News of Los Angeles, president.

Papers show gains in '83

Small and middle-size dailies have "every right to be pleased" with their 1983 performance, according to findings from an annual study conducted by the Inland Daily Press Association.

The figures show that compared with 1982, a "typical" smaller daily (10,000 circulation) enjoyed an 8.6-percent increase in total revenues last year, while revenues for the typical middle-size daily (50,000 circulation) climbed 7.9 percent.

Expenses also rose in 1983—but not as rapidly. Middle-size dailies were more successful in cost containment, holding increases in outlays to an average of 3.2 percent, while costs rose 6.5 percent among smaller dailies. The operating profit for "typical" papers of both sizes was up 19 percent, Inland reported.

These conclusions were derived from the figures provided by the more than 300 papers participating in the 64th annual Inland Cost and Revenue Study [presstime, May 1984, p. 9].

Taking the year 1979 as a base, Inland drew several conclusions for its portraits of "typical" papers over the past four years:

- With more severe advertising losses in 1981 and 1982, smaller papers experienced a slower rebound than middle-size ones in 1983.
- Expense control follows a similar pattern at dailies of both sizes, with reductions in web size accounting for half the lower newsprint costs.
- The 1983 recovery after the general downturn in the early 1980s was "only partial" for smaller papers, primarily because they were not as successful as larger ones in controlling expenses.
- In the larger markets, the percentage of ROP advertising space to total ROP space "is undergoing a marked revision," with the number of ROP advertising pages decreasing and non-ad pages increasing. This is due to a combination of the growth in preprints, and reduction in newsprint costs. □

Group ownership unchanged

The number of U.S. newspaper groups and the number of newspapers they own remained unchanged in 1983 from the year before. There were 160 groups owning 1,169 newspapers, or 67.7 percent of U.S. dailies, in both years, according to an annual tabulation by Morton Research.

There was an increase of more than a million copies in the total circulation of group-owned dailies, 48.9 million in 1983 compared with 47.4 million in 1982 [presstime, July 1983, p. 60]. However, the circulation figures for the two years would be close if Gannett Co. Inc.'s new national daily, USA Today, were subtracted from the 1983 total, noted the research firm affiliated with the New York brokerage firm Lynch, Jones & Ryan. □

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Erola quells 'newspaper act' fears

A Canadian government official told a meeting of press councils that she believes competition within the newspaper business "can best be safeguarded by the government's treating the newspaper industry as it would any other with regard to concentration of ownership."

Judy Erola, minister of consumer and corporate affairs, said, "This must be done within a revised Combines Investigation Act and outside a specific act respecting newspapers."

Erola has introduced a bill to amend the act [presstime, May 1984, p. 77].

Her remarks were "very well received," said Fraser MacDougall, executive secretary of the Ontario Press Council. Every Canadian province or region was represented at the press councils' May 4 meeting in Toronto.

John E. Foy, president of the Canadian Daily Newspaper Publishers Association, said Erola's comments "should put an end to any thoughts of government enacting a newspaper act" or implementing any of the recommendations contained in a 1981 report of a Royal Commission on Newspapers. □

Two dailies forced to close

Two daily newspapers, one in the East and the other in the West, recently ceased publishing because of financial difficulties.

The afternoon Contra Costa Independent in Richmond, Calif., which had a circulation of about 30,000, ended publication May 13. Its sister publication, the Berkeley Gazette, closed March 10 [presstime, April 1984, p. 71].

Management of the Independent made the decision to close after the paper's seven unions rejected demands for cuts in jobs, wages and benefits.

In New York state, the Oswego County Messenger, born as a strike paper in 1980, folded April 18. The Monday-through-Friday morning daily had a circulation of between 3,000 and 4,000, according to its circulation director.

The County Messenger was started by employees striking The Palladium-Times in Oswego. The Palladium-Times (evening, circulation 7,947) continued publication during the strike, which ended in late 1981 [presstime, Feb. 1982, p. 32]. □

Changes in command

The **Canadian Daily Newspaper Publishers Association**, at its annual meeting April 18 in Toronto, elected the following new officers:

- *Chairman*—Jean-Robert Belanger, Le Droit, Ottawa
- *Chairman-elect*—Tom Crowther, The Daily Gleaner, Fredericton, New Brunswick
- *Vice Chairman and Treasurer*—K. A. Baird, The Kitchener-Waterloo (Ontario) Record. □

NEWSPAPER BUSINESS NOTES

• Two major international news agencies, Agence France-Presse and Reuters, have each announced plans to launch **worldwide news picture services** early in 1985.

• Reuters Holdings, the new company being established to buy Reuters, this month will **offer about 106.8 million shares of the company to the public.**

Price of the shares is expected to range between $2.78 and $3.27, making Reuters one of the largest publicly held media companies outside the United States.

• ANPA Foundation has announced the availability of **eight fellowships to enable minority journalism educators to attend newspaper-business seminars** in the last half of 1984 [presstime, March 1984, p. 40]. The fellowships cover expenses for travel, accommodations, meals and tuition. Application deadline is July 25.

• There was general agreement at the John Morton Newspaper Forum that the **first quarter of 1984 was stronger than expected** for the newspaper business, and that the strength probably would continue throughout 1984. However, public newspaper companies participating in the May 2-4 forum in Montreal warned that this year's growth rate might suffer from comparison with the strong third and fourth quarters of 1983.

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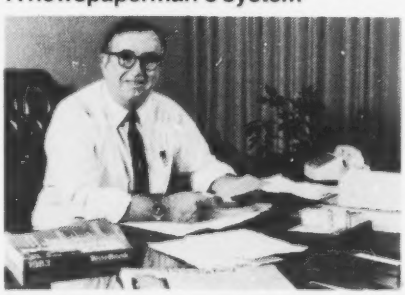

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ANPA Calendar

JUNE

ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force meeting
Capital Hilton, Washington, D.C., June 5

ANPA Legal Affairs Committee meeting
The Washington Post, Washington, D.C., June 6

ANPA Labor and New Technology Seminar
Georgia World Congress Center, Atlanta, June 8-9

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta, June 9-13

ANPA Technical Committee meeting
Georgia World Congress Center, June 10

ANPA Newspaper/Cable Managers meeting
Georgia World Congress Center, Atlanta, June 10

ANPA Executive Committee meeting
Hyatt Regency Atlanta, June 11

ANPA Newsprint and Transportation Committee meeting (Transportation Section)
Georgia World Congress Center, Atlanta, June 11

ANPA/Newspaper Personnel Relations Association Newspaper Training Conference
San Antonio Marriott, June 14-16.

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., June 25-29

ANPA Foundation/Oregon Newspaper Publishers Association Northwest Literacy Symposium
Portland Hilton, June 29-30

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 9-13

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., July 23-27

AUGUST

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
University of Florida, Gainesville, Aug. 4

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 6-10

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 20-24

ANPA Executive Committee meeting
Aug. 29

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar
Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
The Savoy, London, Sept. 12-13

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 13-14

ANPA Management Development Workshop
Holiday Inn Lake Shore Drive, Chicago, Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Sept. 17-21

ANPA Human Resources Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18

ANPA Government Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18-19

ANPA Legal Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 19

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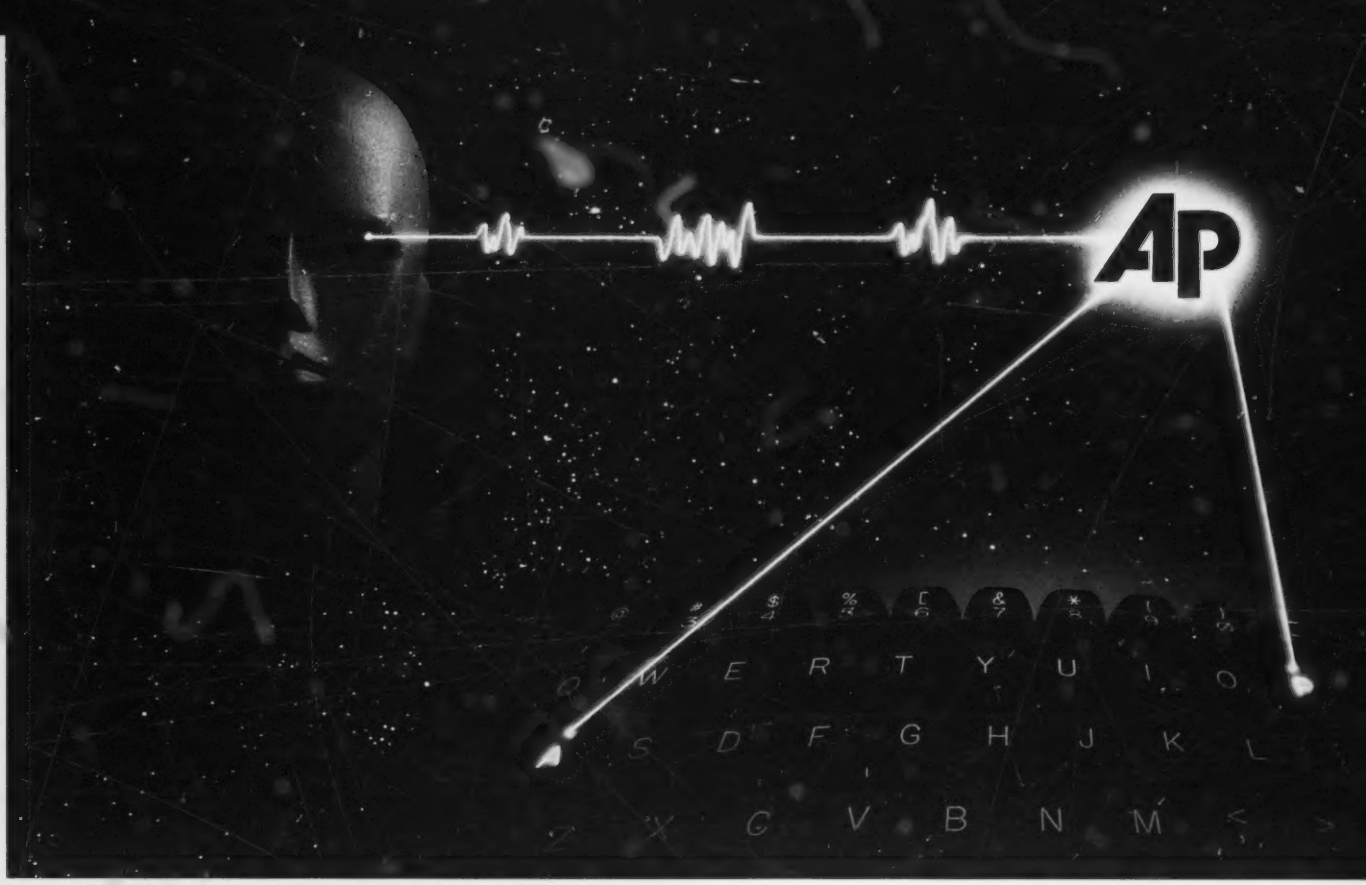

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